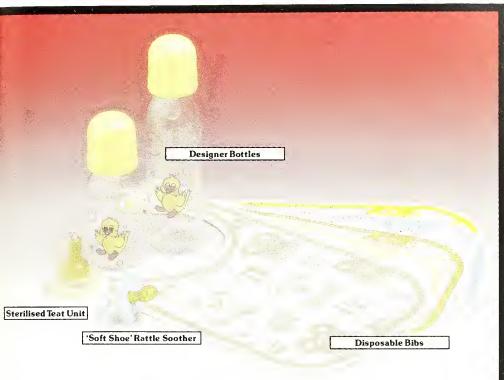
# CHEWIST& DRUGIST

the newsweekly for pharmacy

**October 7, 1989** 



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# Fight on for residential home business

Fish oils trials
— sales soar

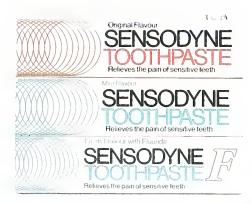
Peak flow tests in Durham

Unichem rights issue/loyalty bonus when plc?



Warm in the shades for 1990

# DOES IT BETTER



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# CHEMIST& DRUGGIST

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# OCTOBER 7, 1989

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Residential homes: details of Boots' Cheshire pilot study

NPA looks at monitored dosage systems for the independent

Fish oil supplements sales soar after trial

Eating fatty fish can reduce death rate for heart attack victims

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# COMMENT

UK expansion for major multiple

ast week *C&D* published two stories on issues that threaten division rather than unity within the profession. The first — "Company Chemists Association seeking higher profile in pay talks?" — suggested the organisation, or elements within it, were seeking to take a separate negotiating stance from the PSNC in NHS contract talks with the DoH. This has been so strenuously denied (see p564) that it was either "smoke without fire" or the premature publicity has forced second thoughts. But whether we or our informants were misled, the concept of separate negotiations for the company and the independent must be viewed with alarm. We must accept the denials, but hope they are not being "economical with the truth", because even if PSNC allowed them to present a "minority interest" view, the cracks would quickly open up in a common negotiating position.

If the Government is tempted to again scrap frontloading, introducing a flat-rate fee to the advantage of higher volume dispensing units, the bulk of the profession can do without any encouragement from within its ranks. Such a policy helped decimate pharmacy numbers in the '60s and '70s. Just when the Government has established rational location for everyone's benefit, it would be tragic if they destroyed any balance with one rash move.

Also potentially divisive is Boots' initiative in offering the Manrex unit dose system to directors of social services to overcome many of the storage and administration problems associated with residential homes. If taken up nationally it would seriously affect the business of many independent pharmacies. With the NPA presently looking at similar systems the scene is set for a battle royal. How much better if co-operation rather than competition could be the order of the day for the major multiple and the independent. Perhaps NPA diplomacy can prevail?

In any case, at least one FPC general manager believes he will have a say in how his budget is spent in residential homes (p595), so it may not be down to social services.

In recent years Boots have moved away from an adversorial position in High Street pharmacy. Their professionalism has been in the vanguard of pharmaceutical development and their voice has been respected within and without pharmacy. What a pity if the profession was again to descend into a cold war, freezing out not just each other, but the patient as well.

# Residential homes: fight is on for the business

Independent pharmacies could find themselves squeezed out of long standing dispensing arrangements for residential homes by direct approaches to social services departments of

local authorities.

C&D has confirmed that a trial is shortly to take place in Cheshire (last week, p523) involving Boots using the Manrex monitored dosage system in eight homes seven residential elderly and one for the mentally handicapped run by social services. Tom Livingstone, principal officer in social services, who is co-ordinating the trial in the Northwich area for Cheshire County Council says that if it is successful, they will look to extend it throughout the county. *C&D* understands that Boots will be handling prescriptions through their Northwich and Winsford shops, and are themselves providing the Manrex system.

C&D has spoken to six Northwich pharmacists, of whom two felt they would be affected by the pilot scheme, though only one of the six knew about the Boots initiative. Philip Young, of Hulmes Chemist thought he probably services most of the homes likely to be covered by the trial. Another, Jim Crawford, of Houghs Chemist, estimated that he did around 100 scripts a month for one of the homes in the trial. He had actually gone to the trouble of making inquiries into the Manrex system for a client, but the client will now be using a Boots-installed system.

The National Pharmaceutical Association is assessing three controlled dosage systems for residential homes (this week p566). Mary Allen, the head of the NPA's information department told C&D: "We are looking at trials to see if these devices — the Manrex, the new Nomad system from Surgichem, and a Swedish system operated by Penn Pharmaceuticals and Park Systems — are necessary, which is best and which we can recommend to members'

Mrs Allen said the NPA was concerned that controlled dosage packaging should not detract from the idea of a "complete pharmaceutical service".

Surgichem, of Cheadle in Cheshire, say that they too have sent details of their Nomad system to social services departments and they hope to be detailing target customers within the "independent" sector within the next week or two. Nomad, developed by pharmacist Norman Niven, uses lightweight cassettes filled by the pharmacist to deliver a week's medication at a time.

C&D now has obtained evidence that Boots The have directly Chemists approached directors of social services offering their services for use in homes under social services control. A letter from superintendent pharmacist Colin Baldwin, dated September 18, says that Boots are "piloting schemes around the country" to extend their professional services in line with the Society's residential homes working party report and the joint Department of Health/Society training package.

# **CCA** member backs PSNC

The negotiating machinery of the Pharmaceutical Negotiating Committee has been backed by prominent Company Chemists Association members. Lloyds Chemists.

Managing director Allen Lloyd told C&D: The method of negotiation for Lloyds Chemists and the CCA is via the CCA to PSNC and PSNC to the Government. "We at CCA are firmly committed to that line and our negotiations will always be through the PSNC.

# Garlic 'pearls'

New studies show garlic is of benefit in cardiovascular disease.

Dr Jörg Grünwald, head of Lichtwer Pharma's medical scientific department in Berlin, told the Press in London on Tuesday about trials using Kwai garlic. In five recent double-blind studies nearly 200 patients with hypertension or hyperlipidaemia took Kwai tablets 200-300mg or a placebo three times daily for up to four months. Patients taking garlic showed significant falls in blood pressure, total serum cholesterol and serum triglycerides. One study showed a fall in fibrinogen levels and another showed a significant improvement in mood with feelings of well-being.

Lichtwer Pharma UK are not yet planning to apply for a product licence, although Kwai is registered as a medicine in Germany and is prescribable.

Cilag Pharmaceuticals say they have no connection with a range of skin care products designed for use with tretinoin, or the company marketing them. Information on Rejuvenage skin renewal, programme which may be passed to patients, is being sent to dermatologists and cosmetic surgeons in the UK by American subsidiary Masque Brochures say Rejuvenage products can "enhance the benefits of tretinoin (Retin A) therapy in the treatment of sundamaged skin." Retin A is as yet unlicensed for treating photodamaged skin.

Pressure from anti-abortion groups may mean that Roussel's socalled anti-abortion mifepristone (RU486) may never be marketed outside France. Thames Television's "This Week'' programme revealed that Roussel-Uclaf (Paris) have suspended efforts to market RU486 in other countries until 50,000 French women have used it.

# LPC calls for more police patrols after pharmacy attack

The secretary of Liverpool Local Pharmaceutical Committee, Jeremy Clitherow, is calling for extra vigilance by police patrolling pharmacies, following an incident in which a pharmacy assistant was attacked.

Jeremy Clitherow told *C&D*: "We are deeply concerned to hear of this incident. It illustrates the problems of providing a comprehensive pharmaceutical service in the inner city. We have contacted the officer commanding the drug squad in Liverpool, because we view this as yet another means of the illicit supply of drugs of abuse to the community."

The attack took place outside Melwood Pharmacy in Deysbrook Way, Liverpool 12, two days after Tracey Irving had alerted police to a man who was alleged to have presented a forged script. She was not seriously injured.

In the first incident, the pharmacist called the police, having discovered that a prescription for methadone mixture was stolen. When they arrived, Tracey pointed out a man

who was waiting outside the shop. The police chased the man, but failed to catch him.

After the second incident on Saturday, September 23, the police caught and arrested a man who has since been charged. The owner of Melwood Pharmacy, John Donoghue, told C&D that the shop is close to Stockbridge Village (previously known as the notorious Cantrill Farm Estate). an inner city area with high

unemployment and escalating crime rates.

Mr Donoghue said: "I feel that the police don't do enough in this area — there are very few police patrols. And despite burglar alarms linked to the police station, there have been two break-ins into that shop recently. But I am most concerned with plans to do away with front loading on prescriptions. This would be the first type of pharmacy to go.

# **Clothier fund threatened**

attacks by certain dispensing doctors have led some local pharmaceutical committees to have "serious reservations" about continued funding of the Clothier Compensation Scheme, says PSNC vice-chairman David Coleman.

In a letter to Dr Michael Wilson, chairman of the GPs' negotiators, Mr Coleman says LPCs are very bitter about such campaigns by dispensing doctors

Association. He draws attention to an article in the latest issue of the DDA Journal which he says offers "openly and proudly a case study of how to lobby those with influence and whip up the emotion of the public to turn their feelings and opinions against pharmacists and the pharmacy profession".

Mr Coleman says pharmacists have maintained their dignity by refusing to engage in similar activities.



"It's funny, but just the thought of it gives me palpitations!"

# Fish oil supplement sales soar on heart attack trials news

Sales of fish oil supplements have soared following media reports of a trial showing that men who have suffered a heart attack can reduce their risk of death by eating more fatty fish.

In a trial at the MRC Epidemiology Unit, Cardiff, 2,033 men who had recovered from myocardial infarction were allocated to receive or not receive advice on each of three dietary factors — a reduction in fat and increase in the ratio of polyunsaturates, an increase in fatty fish, and an increase in cereal fibre to 18g daily.

The fish advice group were asked to eat at least two helpings (200-400g) a week of mackerel, herring, trout, salmon, sardines or pilchards (not tinned tuna as the oil is replaced by vegetable oil). Those who disliked fish could take three Maxepa capsules daily instead. All were advised to stop smoking and compliance with the dietary advice was monitored in several ways.

The subjects advised to eat fish had a 29 per cent reduction in deaths from all causes in the two year follow-up period. The advice on fat was not associated with any difference in mortality, perhaps because it produced only a small reduction in serum cholesterol and the control has also tended to reduce their fat intake of their own accord. More deaths occured among the men given fibre advice than those not, but this was not statistically significant. The two-year incidence of reinfarction plus

death from ischaemic heart disease was not significantly affected by any of the dietary regimens.

The trial, published in *The Lancet* last week, received widespread publicity on the radio, television, and in national newspapers. Seven Seas Health Care Ltd reported a dramatic response from consumers.

Group product manager Rob

Elliott told *C&D*, "We were in danger of running out of stock of Pulse and cod liver oil so had to put on extra shifts over the weekend to meet the demand." On October 2 alone, wholesalers sold out the amount they would normally sell in a fortnight.

Health Laboratories have noticed larger orders of Salmon Pure from their regular customers.

# Drug budgets hit prescribing?

Indicative drug budgets mean that GPs are likely to prescribe fewer palliative medicines so that people exempt from prescription charges may well end up spending more at the chemist, according to this month's edition of *Which*?

The magazine, from the Consumers' Association says that with the budgets in mind GPs are likely to prescribe fewer symptomatic treatments such as cough, cold and indigestion products. And they might be less willing to prescribe products that are not always easy to justify on health grounds such as acne treatments and appetite suppressants, says the magazine.

In a nationally representative survey of 915 people aged over 15 years conducted in April, Which? found that more than 8 out of 10 wanted their GP to spend more time with them — more time explaining about illnesses, more time listening and more time

explaining about drugs.

Which? says the doctors' new contract which puts more emphasis on capitation fees will probably mean GPs will not be able to spend more time with patients.

And introducing budgets for doctors might breakdown trust in relationships between patients and GPs.

Although Which? fully supports the Government's objectives it would like financial incentives for GPs to take on potentially expensive patients; consumer audit, and external audit of practice accounts.

In any case Which? would like to see a formal independent evaluation of GP practice budgets to see if they result in a better service for patients and more effective use of NHS money. If these objectives are not met the Government should abandon the idea.

# Patent talks in Europe please ABPI

The Association of the British Pharmaceutical Industry has welcomed European Community Commission discussions about allowing pharmaceutical companies the chance to add ten years to the 20-year patent most member countries offer for new drugs.

A spokesman said: "We are pleased that the EC Commission is coming forward with this proposal. We have been campaigning for longer patents because it takes an average of about 12 years to bring a drug to market, so the patent is effectively reduced to eight years. This will lengthen the period to about 20 years effectively."

If the proposal is passed, drug companies would have to file for a ten-year certificate, subject to the drug having an existing patent and being approved for use under EC rules. The certificate would not be renewable

But consumer organisations are voicing fears that if companies are allowed to benefit from very long and expensive patents, there would need to be an EC policy in favour of production of generic drugs.

# Labour backs fight against GP budgets

The Labour Party conference meeting at Brighton earlier this week approved a composite resolution calling on constituency parties to fight plans for general practitioners to become "budget holders".

The motion, moved by the Confederation of Health Service Employees (COHSE) also urged local Labour parties to oppose plans for hospitals in their area to opt out of control by district health authorities.

The leadership refused to endorse a motion to give NHS "workers and patients" more say in the provision of services.

The Party's National Executive Committee called on delegates to approve a motion to abolish of prescription charges.

The Social Democratic Party's

The Social Democratic Party's Conference at Scarborough approved a policy document proposing a special tax "earmarked" for the NHS.

# NPA says no to Euromedicine harmonisation

The National Pharmaceutical Association Board agreed that attempts to bring about harmonisation in Europe could well result in medicines being withdrawn from the P or GSL categories in the UK and that this would be a retrograde step.

No.

The NPA says there are considerable differences between Member States in the lists of medicines available as OTCs, or those restricted to prescription or

pharmacy only sales.

The Board, in studying a consultation document proposing harmonisation of medicine's saw great political difficulty in achieving a uniform position and said there was little point in doing so. It says there is virtual free movement of medicines across Europe and there appears to be little distortion in trade, other than that brought about by price differences and currency fluctuations.

EC product safety The NPA Board also considered the draft Directive about general safety standards for consumer products throughout Europe. They considered that UK law provided more than adequate

profection.

Dosage compliance packs Mary Allen, head of NPA information, demonstrated the Nomad system for use in residential homes and the Business Services Committee who also shown the Manrex and a

Index at last

for Scottish

Swedish system being introduced jointly by Penn Pharmaceuticals and Park Systems (see also p564). The NPA felt it was very

necessary that pharmacists were aware of the systems in order to be in a position to provide such a service to residential homes. Concern was expressed about the at the expense and the time necessary to introduce such

Credit Card Duality The Business Services Committee reported that the Midland Bank's offer of 2.9 per cent with no Mastercard or Visa start-up fees had been accepted. Members with a subsequent annual credit turnover exceeding £10,000 would pay a reduced rate of 23/4 per cent, or 2½ per cent where the figure exceeded £20,000. A reduced fee of 16p would apply to all Switch debit card transactions and negotiations with other banks would continue.

Car purchase scheme The Board were informed that good progress had been made with a discount

scheme for members wishing to purchase new cars. announcement would be made in the next Pink Supplement.

No smoking day The Board decided to continue its support for National No Smoking Day and expressed pleasure at the European Court's decision in the B&Q case, which rejected their claim that UK Sunday trading laws amounted to

a barrier to trade.

Legal representation A substantial majority of the Board as against comprehensive legal cover for NPA members appearing before the Royal Pharmaceutical Society's Statutory Committee. It was pointed out that the Chemists Defence Association did provide cover for pharmacists where a Statutory Committee case involved a legal interpretation or a point of principle affecting all

Regional Committees The NPA welcomed the Council's decision to invite NPA representatives to the present at Regional Committee meetings.

# Counterfeit **Greek Zantac:** second alert issued

The Department of Health has issued another Drug Alert centred on counterfeit Zantac having been identified on the market in the

Wholesalers have been advised to institute a recall of 150mg Zantac, batch A092F8, as a precautionary measure. The Medicines Control Agency says that while the batch number is genuine, there is evidence of counterfeit Greek Zantac on the UK market displaying this number. Holders of the batch are advised to return stocks to their

supplier.

This is the second time this year that the Department has issued such a notice. The Association of the British Pharmaceutical Industry has again called for controls on parallel imported drugs to be tightened. The Association says it has not yet received a reply from the Department to its suggestions made earlier in the Summer for reviewing the PI licensing system. Xylocaine 2 per cent Polyamps batch No. OK 04 are being recalled by Astra Pharmaceuticals. Any stocks of this batch should be returned for credit, says the

Jexin injection 15mg/1.5ml batch number B2099GH, manufactured by Duncan Flockhart, is being recalled by the Department of Health. The ampoules in this batch were incorrectly labelled 5mg/1.5ml, but the carton, which contains five vials, was correctly labelled 15mg/1.5ml. Ampoules with this batch number should be returned to supplying

wholesalers.

# in breathing check pilot test Twenty pharmacies in the Druham area are now offering expiration rate tests to measure

**Durham pharmacies** 

The Pharmaceutical General Council has answered the pleas of a considerable number of Scottish contractors by producing an index to the Drug Tariff. The index, which has been generated and

produced in the Council's own

offices, was sent out in the recent

secretary Dr Colin Virden said: "Many contractors have told us that they find it difficult to look up items in the Tariff, both in general and particularly the stoma and incontinence products. The system of cross references built up by members of the Council's Central Checking Unit for their own use was expanded and developed to produce the general index

airflow obstruction and so help identify ultimately those suffering undiagnosed respiratory diseases.

The scheme has been devised by Durham Local Pharmaceutical Committee secretary Alan Phillips and Dr Howell Clague, consultant chest physician at the Bishop Auckland General Hospital. The tests are performed by the pharmacist using a mini Wright peak flow meter, and the pilot scheme is being financed and coordinated bу Pharmaceuticals.

Launch of the Astra Breathing Check (ABC) Programme took place on Wednesday, appropriately enough in the middle of Asthma Week. The North East of England was chosen for the pilot because of its high incidence of respiratory disease.

The test is free; as well as the peak flow measurement, the pharmacist fills in a detailed questionnaire. If the reading is found to be abnormal, the customer will be referred to their GP with a copy of the results. "If we are to reduce the numbers of undiagnosed and poorly treated asthmatics, a community approach to the condition is required," said Dr Clague.

# **Focus on slide films**

Agfa and Fuji slides are voted 'best buys' in this month's Which? magazine published by the Consumers' Association.

Taking into account factors such as colour rendering, sharpness and cost per slide Which? lists Agfachrome CT100, Boots colour slide 100, Jessop slide film and Perutz chrome 100. all made by Agfa, along with Fujichrome RD100 as "best buys''. The Fuji slide film just has the edge for sharpness says Which?. If a faster film is needed to allow fast shutter speeds for telephoto lenses or action shots

for example, then the magazine suggests choosing from Agfachrome CT200 and Boots colour slide 200 with Fujichrome RH400 the choice for extra speed.

Kodachrome and Ektachrome films scored well in the tests but work out slightly more expensive.

Which? looked at 21 slide films

The second half of the report looks at slide projectors. "Best buys" are the Reflecta Diamator AF at around £80 and marginally better on performance but more expensive at about £130 is the Liesegang 3000 AF-S.

**NOTEBOOK** 

# **PQET**: sleight of hand

The Post Qualification Education and Training (PQET) committee in Northern Ireland is the envy of the rest of the UK. It was singled out for praise in the Nuffield Inquiry in 1986, and since then Wales and Scotland have appointed directors of Continuing Pharmaceutical Education, previously a feature unique to the Province. At Keele BPC it was announced that England would also be appointing a director.

The PQET is a committee of very active and enthusiastic individuals who represent the many NI pharmaceutical bodies. It has developed from a body which was responsible for organising a few pharmacy lectures to a body which also provides workshops on specialist topics, produces distance learning material and publishes a six monthly index of available literature. Courses are no longer confined to Belfast.

Funding is the responsibility of the four Area Boards who obtain funding from the DHSS. Rather than each Board providing its own pharmacy training programme, it was originally decided that this could be done more effectively and efficiently from a central committee — and so the PQET

was born.

#### "Funding switch administrative"

About two years ago PQET funding was transferred from an independent account held by the DHSS to the Staff Training Council. PQET was anxious about the ramification of this move and possibility, however theoretical, that pharmacy might have restricted control over its budget — it was reassured that it was purely an "administrative move '

Two years on, the Staff Council is being axed under the reorganisation of the NHS and the training it provided will now be delegated to the Boards themselves. Tragically, the present proposal suggests that the PQET budget will be counted as part of the spoils of the Staff Council and will be shared between the four Area Boards for their general training purposes. PQET etc. Certain courses may be provided and initiatives such as distance learning materials, may now be shelved. This issue must be of great concern to all connected with NI pharmacy. From a Northern Ireland community pharmacist.

# TOPICAL REFLECTION by Xrayser

# **Activists for** LPCs?

I nearly wrote composition instead of membership. The point being that these committees representing contractors for NHS dispensing, have to be made of contractor pharmacists, company pharmacists, and employee pharmacists. When I was involved it was found difficult to recruit this last group. Company men appear to be conscripts voluntary, of course something to do with presenting the right image for progression up the

company ladder? In the main this was a silent group. The independent contractors with direct contractural interest provided most fire. They had a vital personal reason for interest. The hardest to recruit were the employees. As a man said when tactfully asked to serve: "What possible point is there for my getting involved? And, as more and more pharmacies are gobbled up by companies, I would think it will be harder still to persuade the average employed pharmacist to get involved.

It may be a pity, but it is a fact. Unless the contract resides with the pharmacist the problem will get worse. However, it is critically important that even the contractor takes a keen interest in the workings of LPCs, while the opportunity to get onto them should be jumped at, because unlike local branch meetings which are mainly a professional talking shop, an LPC is the one body which has the clout to affect decisions of an FPC. Make no mistake, it is essential we have good representation. This can only come when there are enough LPC members who have gained the necessary experience to know when they are being railroaded by the dispensing doctors or the administration. With the new, smaller FPCs now proposed, there is a major



opportunity for you to develop into our new representative politicians. Take it! Get yourself elected. It can be great fun!

# **Home health**

I was greatly taken by the AAH Home Health product portfolio at Chemex. For a long time now I've been distinctly disgruntled at the lack of any reply from the independents to the Boots catalogue, a publication I have long kept as a guide (under the counter of course). To have 165 items available on call marvellous, while the

leaflets will be a big help to AAH customers.

Perhaps instead of doddering around with share incentives, Unichem ought to have been paying more heed to their pharmacists' potential customers? Some rapid bucking up of ideas may be required if Unichem expect to trade successfully if their share launch comes to anything.

**OTC** glasses

I have had a look at a pharmacy selling OTC glasses. I was wrong in not taking them — the pharmacist reported many sales.

From what he said, he did not introduce them to people who declared they "could do with some glasses". He suggested they have an eye test to make sure they had no serious sight problems. His sales were to existing users: a second or third pair for the workshop, for example, where the standard expensive pair might get damaged. The lenses he stocked were superb, while the frames appeared robust with decent hinges. The fit may present problems. I must admit I bought a pair and am looking at suppliers for my own business.

# EDUNTER POINTS

# Scholl hosiery graduates

New styles of graduated compression hosiery launched by Scholl are Class I and Class II support tights, Class I maternity support tights, and Class II ribbed men's hose.

The hosiery is made of sheer fabric which works effectively and is comfortable and attractive to wear, say Scholl.

The two support tights are in the closed-toe style and provide the required compression for the treatment of superficial or early varicose veins (Class I £10.95) and ease the discomfort and prevent further development of more advanced varicose veins (Class II £13.95), Scholl say. The maternity tights cost £11.95.

All of the new tights have ventilated gussets and are available in sizes small, medium and large and shades — sand and honey for Class I, sand for Class II and maternity tights. They are not available on prescription

available on prescription.

The men's hose (pair £7.30) is to ease the discomfort of varicose veins. They provide Class II compression and are prescribable. The ribbed design ensures the hose looks just like a normal men's sock, say Scholl, and it is available in standard, large, extra large and in colours, black and brown. Scholl (UK) Ltd. Tel: 01-253 2030.

# Mavala's cuticle pill

Mavala bowl and pill join their range of treatment products. The solution formed by dissolving one pill in lukewarm water is said to gently ease away dirt and soften the cuticles before manicuring.

The bowl (£7.95) is made of tough plastic and the pill, at £1.50 per pack, is sufficient for six treatments. *Mavala Laboratories Ltd. Tel: 0732 459412.* 



# New range of disposable nappies from Numark

Numark have launched a new range of environmentally friendly disposable nappies — Numark Ultra Dri Plus and Super Absorbent, suitable for both boys and girls. The nappies have a trifold configuration, incorporate a wetness indicator and the pulp is 100 per cent environmentally friendly, the company says.

Ultra Dri Plus nappies will replace Ultra Dri nappies, and will incorporate a cushioned waistband. All packs will be price marked as follows: newborn 20s £1.99; infant 24s £3.19; toddler 10s £1.49, 20s £2.95, 40s £5.75; child 12s £2.09.

Numark Super Absorbent nappies have recommended selling prices as follows: newborn 20s £1.79; infant 24s £2.99; toddler 10s £1.35, 20s £2.75, 40s £5.49; child 12s £1.89.

Both products offer the retailer a minimum of 20 per cent profit on return. There is "substantial POS support" in the form of posters, shelf wobblers, shelf strips, shelf cards and stack cards. Consumer fact sheets have been produced and there will also be a consumer send-away offer for a Numark teddy bear for \$7.99.

\*Numark Management Ltd. Tel: 0985 215555.

# **Unichem Xmas stocking**

Unichem this week announced Christmas consumer offers on both babycare and family products including Unichem disposable nappies, shampoo, talc and tissues.

The offer is based on consumers collecting six proofs of purchase from any Unichem

product. In return the company will despatch a Christmas stocking of Mars chocolates. The promotion will be supported with window stickers.

Retailers will receive a box of free Christmas gift packs with every 15 cases ordered. *Unichem Ltd. Tel: 01-391 2323.* 

# Maximum Anadin push

Maximum Strength Anadin is now being pushed by a fresh burst of Press advertising.

It will concentrate on key publications in the national newspapers and in the women's Press including Best, Woman, Chat and the Daily Mirror. The campaign is designed to draw attention to the product's role in providing relief from intense headaches. Each advertisement uses spot colour to highlight the pack. Whitehall Laboratories. Tel: 01-636 8080.

# **Seasonal** specials

For Autumn, Almay are offering their Interactives essential moisture supplement in a special size of 15ml (£4.95).

The "special edition" moisturiser comes in a frosted glass jar in a carton flashed with the offer and an accompanying display incorporating an information panel and display card. A campaign in major women's magazines is underway for Interactives.

A free cover-up cream (medium) worth £3.75 is on offer with moisture balance day cream, extra moisture guard and ultra rich moisture cream. A special display unit with headercard, holds the cover-up cream. A national advertising campaign using Press women's magazines and posters will support the skincare range during the promotion.

Almay are also giving customers 50p off products in the Total Care range. Packs will feature a flash highlighting the offer and each sales parcel will contain a display card. And a "Double Take" promotion offers free eye make up remover worth \$1.70 with rich lash or water resistant mascara. The last two offers run for eight weeks from the beginning of December. Almay (London, New York). Tel: 0753 23971.

escribing information

resentation Each 5ml contains 120mg Paracetamol BP. ses For the relief of pain (including teething pain) and verishness. **Dosage and administration** *Children 3-12 annlus*: 2.5-5ml four times daily; *I-6 years*: 5-10ml four mes daily. Not more than 4 doses should be dministered in any 24-hour period. Do not repeat doses for frequently than 4-hourly. *Dosage for children under months*: At physician's discretion. **Contra-indications**,

warnings, etc. Contra-indications: None known. Precantions: To be used with caution in the presence of renal or hepatic dysfunction. Side- and adverse effects: Side-effects are rare in therapeutic doses. Reports of adverse reactions are rare and are generally associated with overdosage. Isolated cases of thrombocytopenic purpura, haemolytic anaemia and agranulocytosis have been recorded. Nephrotoxic effects are uncommon and

have not been reported in association with therapeutic doses except after prolonged administration. Overdosage may cause hepatic necrosis. Basic NHS costs Calpol Infant Suspension: 1 litre, £4.32 (PL3/5067). Sugar-Free Calpol Infant Suspension: 1 litre, £4.32 (PL3/0244). Further information is available on request. The Wellcome Foundation Ltd

Crewe, Cheshire Wellcome

# CALPOL NEWS: NEW PACK, NEW PRICES.



From 12th September 1989 the 1 litre Calpol Infant Suspension dispensing pack will be priced at the new level of £4.32.

On the same date Wellcome will also be introducing a new 1 litre Sugar-Free Calpol Infant Suspension dispensing pack, again at £4.32.

The price of these packs is equal to the Drug Tariff price of paracetamol suspension, and it is our understanding that pharmacists will be expected to use these Calpol 1 litre packs for dispensing all NHS prescriptions for Calpol.

This price equivalence will also make it economical to meet all generic prescriptions for paracetamol suspension with one of the above branded Calpol suspensions.

Stocks are available now from your usual wholesaler.



# Ernest Jackson take on Special Recipe

Special Recipe, the diabetic chocolate brand, has been bought by Ernest Jackson from DDD.

They will now take responsibility for the sales, marketing and distribution of Special Recipe chocolate to existing and new customers and all inquiries should now be directed to them.

Ernest Jackson have added a cherry menthol flavour to their range of Special Recipe sugar-free pastilles. The move follows consumer research among Britain's 1.25 million diabetics, say Ernest Jackson, and it brings the number of flavours in the range to six. Ernest Jackson & Co Ltd. Tel: 03632 2251.

# Noxacorn goes GSL

Cox Pharmaceuticals have repackaged and reformulated Noxacorn.

At the request of the Department of Health, the only remaining active ingredient is salicylic acid, increased 16 per cent; castor oil (2.61 per cent) remains as an excipient, say Cox. Noxacorn is now on the General Sales List and prices remain unchanged. Cox Pharmaceuticals Ltd. Tel: 0271 75001.

# **Canderel** cookery book

Canderel is now running its "strongest-ever" national promotion on-pack, featuring a money saving offer on its new cookery book "Sweet cookery Thoughts''.

The design of the 128-page cookery book has been incorporated into the promotional packaging for the offer, by which consumers can save £5 on the retail price by collecting three coupons featured on-pack. The 40g spoonful jar and the 100-tablet Canderel pack carry one coupon, the 75g jar carries two and the 300-tablet pack carries three. Searle Consumer Products. Tel: 0494 21124.



# **Colgate protect gums**

Colgate-Palmolive have launched Colgate gum protection formula toothpaste which is to be supported with a £4m promotional campaign. The new toothpaste is claimed to help reduce the build up of bacterial plaque. It contains triclosan as active ingredient, say Colgate-Palmolive.

National television advertising is scheduled to begin in the New Year, backed up by a dental support programme.

The new toothpaste comes in tubes of 125ml ( $\mathfrak{L}1.25$ ) and 50ml (£0.69) and in a 100ml pump dispenser (£1.45). Colgate-Palmolive Ltd. Tel: 0483 302222.

# and attack toothbrushes

Colgate-Palmolive are launching two "hi-tech" toothbrushes into the premium end of the toothbrush market — the Colgate adult professional (£1.19) and the Colgate child (£1.09).

Both have compact heads and a thin neck to give easy access to all areas of the mouth. The pair also feature a thumb rest and antislide grip for comfortable handling and better brushing control, while the Colgate child features

sparkles'' for maximum appeal. Two further toothbrushes will complete the range. Colgate's adult medium and sensitive soft (both £0.99,) are designed for the mass market, with compact heads and chunky handles.

They are blister packed, with the adult medium for general usage and sensitive soft geared to users with sensitive teeth. Colgate-Palmolive Ltd. Tel: 0483

# Ivomec-F gets PML

MSD Agvet say that their recently launched Ivomec-F (ivermectin and clorsulon) injection, which control internal and external parasites as well as chronic fluke in cattle, now holds a PML licence.

The company are now launching a 500ml pack, enough for 83 300kg doses (£193.83 trade) to complement the 50ml and 200ml packs already available. The brand is being relaunched in new packaging with new literature heavyweight farmer advertising using Farmers Weekly, Farming News and Scottish Farmer, which the company says will reach over 95 per cent of all cattle farmers.

MSD Agvet have also introduced a 2.5 litre backpack presentation of Ivomec pour-on with a free dispensing gun (worth £25) with each pack (£191.34 trade). This pack will also contain 83 300kg doses. MSD Agvet. Tel: 0992 467272.

# **Oral-B** on show

Oral-B are introducing a new merchandising system for the complete range of Oral-B interdental products.

The new merchandiser has space for dental floss, super floss, dental woodsticks, plaque disclosing tablets and interdental brushes. The unit holds up to two dozen products and slots on to Oral-B's existing toothbrush merchandiser. Oral-B Laboratories. Tel: 0296 432601.

# **Carmen twist** and curl hot hair

Pifco Salton Carmen are to launch three new products which will be available in October.

Carmen Curls come in a colourful set of six or twelve rollers, equal numbers of large and small, which are heated by a cell inserted into each roller.

The heat cells are activated by removing a cap and are said to produce instant heat and steam to provide moisturising as it styles. The cells are claimed to be nontoxic and safe to take on planes. The reusable lightweight rollers have a special cover which makes clips unnecessary.

Carmen Curls come in sets of 12 (£15.95) and 6 (£9.95) complete with heat cells and two extra cells, all in a case. Additional rollers with heat cells are available, three large (£3.95) and three small (£3.95). Replacement heat cells come in a pack of 12 large and  $12 \text{ small } (\text{$\mathfrak{L}4.50}).$ 

The second product is the Carmen Twist 'N' Curl (\$8.95) a flat barrelled, cool tip curling tong which is said to produce the new Z-curl. It is heated by a universal voltage element and is provided with a plug and stand.

In the healthcare range

Carmen are to introduce the Body Heat, a heated vibrator aimed at "the creative set" (£22.95) for muscle warm-up and after exercise massage. The Body Heat has two levels of vibration and can be used hot or cold. Five easily changeable applicators are provided and a 13 amp plug is fitted. Pifco Salton Carmen. Tel: 061 681 8321.

Sensodyne toothpaste is back on television next month in the last burst of this year's £3.5m campaign. The commercials are to be screened nationally and run through to December. Further television advertising is planned for the new year, say Stafford-Miller Ltd. Tel: 070 726 1151.

Replicas come of age — September 30, p546: We mistakenly attributed the quote from Gallery Cosmetics to Vicki Dryden Wyatt instead of their general manager Ruth Kenyon Jones. Vicki Dryden Wyatt, an independent marketing consultant and partner in the PR Workshop, has never at any time had any association with Gallery Cosmetics or any other replica fragrance house, nor have the companies with which she is involved. Gallery Cosmetics did not take over the Replica range.

Milupa is the brand leader in infant savouries with over 50% market share in chemists.\* We maintain our No. 1 position because we always keep abreast of consumer needs. That's why we're now responding to the growing demand for savoury foods by launching our first Infant Meat Dinners.

There are two beef and two chicken dinners available,

savoury Farmhouse Beef and tempting Braised Steak, delicate Country Chicken and satisfying Golden Chicken. And as you'd expect from Milupa, they're all delicious because they contain only top quality ingredients.

We're promoting the launch extensively in the consumer and paramedic press with new advertising based on our successful 'Little Experts' campaign. We're also distributing over a million free samples to generate trial. And to maximise your sales and profits we've produced eye-catching point-of-

So order your stocks of all 4 varieties now. After all, it's a perfect opportunity to put more meat on the bones of your babyfood sales.

Independent Research Data, 1989

Milupa babyfoods. The one taste little experts agree on.

sale material.

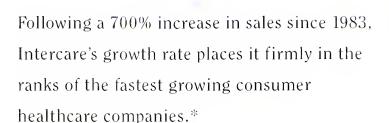
See your representative or ring our Sales Department on 01-573 9966. Milupa Ltd., Milupa House, Uxbridge Road, Hillingdon, Uxbridge, Middlesex UB10 0NE.

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# Gillette launch new shaving system

Gillette this week launched Sensor, a ''revolutionary new

shaving system'

The product will be on sale in February and is to be supported by a worldwide advertising campaign along the developing theme of "The best a man can get". The UK advertising and promotional spend is £13m. Television advertising starts in February with two more bursts later in the year.

The product is a twin-bladed system, with the blades individually mounted on "highly responsive springs" which are said to create a shaving system that adjusts to the features of each

face.

The chronium platinumhardened blades are said to be the



narrowest ever developed and Sensor also features a metal skin guard and a narrower flow through cartridge, easy to rinse and clean. The company say that in tests the Sensor was rated by consumers as "the best, safest most comfortable shave ever". The launch price will be \$1.99 for a shaver and three blades and this will rise to an ongoing rsp of \$2.19.

Sensor was launched to the media simultaneously in 19 countries across North America and Europe. The product, which the company describes as the 'most revolutionary breakthrough in shaving since the twin-blade 20 years ago'', has the same name and will be supported by the same campaign in all the countries. Gillette UK Ltd. Tel: 01-560 1234.



# Celsius 'fresh and fun' for men

Celsius International have launched Celsius, a range of toiletries for men, described as "fresh, fun and affordable".

The range comprises: aftershave (100ml £5.99) with top notes of bergamot, lime and galbanum and middle notes of pepper and cypress oil. The base combines ambery notes with patchouli and sandalwood.

Also included are an "invigorating" body splash (250ml £3.49); deodorant spray (200ml £1.59); anti-perspirant spray (200ml £1.59); body spray (150ml £1.75); moisturising creme shave (200ml £1.59); conditioning shampoo (250ml £1.59); shower gel (250ml £1.59) and deodorising talc (125g £1.59). The range is packaged in grey with a triangular red and orange logo and the livery is in gunboat grey.

Celsius is launched this week in Ireland and will be available in the UK early next year.

It will be supported with a \$500,000 television and radio campaign in Ireland. Celsius International, Tel: 01 377 5000.

# Dettol soap gets bigger

Dettol Soap offers an extra 25g as a promotion with every tablet, making a total of 125g.

Reckitt & Colman say retailers can now offer a "bath" size soap tablet that bears the Dettol name.

Packaging has been enhanced with a bright red stripe to highlight the extra value. Reckitt & Colman Products Ltd, Pharmaceutical Division. Tel: 0482 26151.

# Calgon takes to the water

The Inland Waterways Association is set to benefit to the tune of £10,000 from a Calgon promotion organised by manufacturers Benckiser.

From November to January, promotional packs of Calgon will include a \$0.50 donation pack top. For each one returned, Benckiser say they will donate \$0.50 to the IWA until the target is reached.

In return, consumers will receive an inland waterways map which highlights the navigable waterways of Britain and major renovation projects with which the IWA is associated. *Benchiser Ltd. Tel: 0793 612422*.

**Gallery Cosmetics** say display outers of Limited Edition eau de parfum **(Counterpoints** last week, p530) are part of a package of 48 units and four testers of which

only 16 units and the testers fit on the display, \$99.84 (trade). Single fragrances come in outers of 12 for \$24.96 (trade). Gallery Cosmetics Ltd. Tel: 0565 50491.

# GF rice crispbread

G.F. Dietary's rice crispbread is wheat-free, egg-free, yeast-free and milk-free.

It has no added salt or sugar and contains no artificial colourings or preservatives. As such its can be enjoyed by anyone following a gluten-free diet.

The 200g packs (12 \$13.60 trade) are divided into two sealed inner packs, each containing approximately 19 Crispbreads. G.F. Dietary Supplies Ltd. Tel: 01-206 0522.

D.D.D. Ltd have received a Green Star award for their Oz kettle descaler. The award is made by *Prima* magazine for helping to create a safer and cleaner environment. D.D.D. Ltd. Tel: 0923 229251.

The trade price of Napisan 1000g packs has been reduced from £18.94 for a case of 12 to £16.93. Proctor & Gamble (Health & Beauty Care) Ltd. Tel: 0784 434422.

# ON TV NEXT WEEK

GTV Grampian
B Border
C Central
CTV Channel Islands
LWT London Weekend
C4 Channel 4

U Ulster G Granada A Anglia TSW South West TTV Thames Television TV-am Breakfast Television SK Sky STV Scotland (central) Y Yorkshire HTV Wales & West TVS South TT Tyne Tees

Bold Hold:	U,G,A,TSW,TVS,H,LWT	
Dimension:	All areas except TV-am	
Format:	C,G,Y,LWT	
L.A. Looks:	LWT,C,G,ITV,C4	
Listerine:	GTV,U	
Minadex:	TV-am	
Nicobrevin:	STV,Y,ITV,C4	
Panadol:	All areas	
Plax:	All areas except CTV,LWT,TTV,C4 & TV-am	
Sanatogen:	С	
Signal toothpaste:	All areas except U,TTV,HTV,TVS & TV-am	
Tampax:	U,STV,BTV,G,Y,C,HTV,TSW,TT	

# Proflex Capsules straighten out back problems

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Increase joint flexibility/ Improve sleep Proven anti-inflammatory action of ibuprofen reduces stiffness and tenderness

Good tolerability profile/ Simple dosage\_

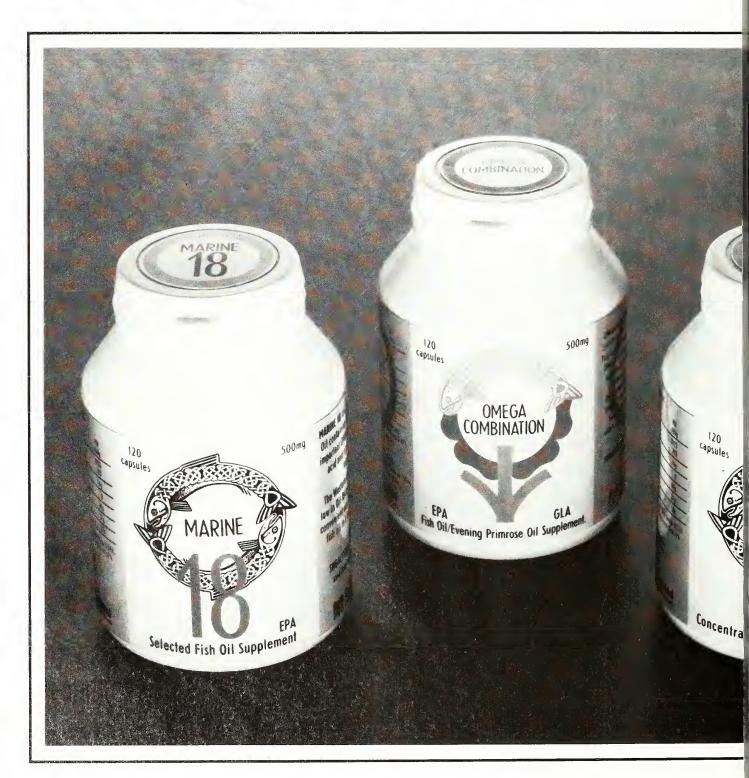
Available in a pack of 24 and a trial size of 8

CIBA

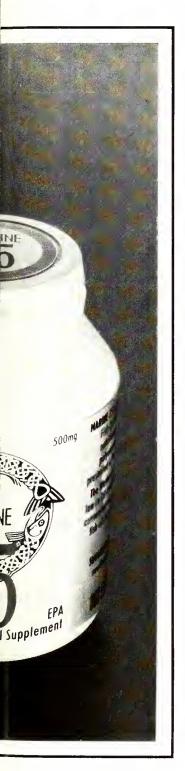


Ciba Cansumer Pharmaceuticals, Wimblehurst Raad, Horsham, West Sussex Praflex and Ciba are registered trade marks

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Recent research has indicated important links between Marine Fish Oil consumption, EPA levels and human health.

Now scientists are suggesting the EPA content may help protect against several of the so called "Western diseases" and may contribute towards the maintenance of a healthy heart.

The Callanish range offers all the benefits of Marine Fish Oil, rich in the Essential Fatty Acids found in EPA, in easy to swallow and taste free capsules:-

MARINE 18 – Selected Marine Fish Oils containing 18% EPA.

MARINE 25 – Concentrated Marine Fish Oil, containing 25% EPA, probably the highest naturally occurring content of EPA currently available.

OMEGA COMBINATION – A unique combination of Marine Fish Oil plus Evening Primrose Oil in equal amounts.

Each pack contains 120 capsules – one months supply.
To place your priority order, call Ernest Jackson & Co. Ltd., NOW on 03632-2251.



#### **Health from the Heart of the Hebrides**

Distributed by Ernest Jackson & Co. Ltd., Crediton, Devon. Tel: (03632) 2251 • Fax: (03632) 5595 • Telex: 42506 EJACKS

# Dyeing in the microwave

This week, Dylon International launch a product specifically for dyeing clothes in the microwave.

Microdye comes in six colours: Mexican red, Bahama blue, French navy, leaf green, nastertium and ultra-violet. Each pack (£2.49) contains two sachets, one with Microdye powder and the other Microdye fix, which are blended together with one pint of water.

leaflet, giving instructions and illustrated hints on special effects that can be achieved, comes in each pack. Garments can be folded, scrunched, twisted or knotted for different results and "cooked" for

four minutes.

And Dylon Simply White cold water rinse for net curtains will now be available in a three sachet pack (£1.29, 6 £4.50 trade) with revised graphics which highlight the size and washing machine use, say Dylon International Ltd. Tel: 01-650 4801.



On October 1, Pierre Fabre Ltd, manufacturer of the Elancyl bodycare range, took over responsibility for Elancyl sales with their own sales force. Invoicing and distribution of Elancyl will also be directly handled by Pierre Fabre Ltd. Tel: 0494 451938.

Cetraben has a trade price of £1.15, not as shown in Counterpoints last week. The fascimile number for Pharma Health Care is 01-569 9538, not as shown in the October Price List. Pharma Health Care Ltd. Tel: 01-560 3532.



# Four new flavours for Milupa's experts

Milupa are introducing four meat varieties into their infant dinners range — braised steak with vegetables, farmhouse beef and vegetable casserole, golden chicken with vegetables and country chicken and vegetable casserole (120g £1.09).

All are made with prime lean meat, choice vegetables and cereals, with additional vitamins and minerals to make a balanced meal. No artificial colourings, flavourings or preservatives are

added.

A Press campaign based on the "little experts" theme starts in the November issues of consumer magazines. Over one million samples will be distributed either directly through the Milupa sampling service or by health visitors, and samples will be available for pharmacies to give out. POS comprises shelf talkers, shelf wobblers, showcards, giant packs and leaflets with holders. Promotional leaflets carry 20p off coupons.

There will be a window display competition for pharmacies plus competitions for assistants and consumers in trade and consumer magazines. A programme of reader offers in consumer publications will also create awareness. Trade offers with major wholesalers in November feature the whole infant food range. Milupa representatives have the details. Milupa Ltd. Tel: 01-573 9966.

# **Continental** hair fashion

Zenner (UK) Ltd are launching a range of hair accessory products in conjunction with A.L. Simpkin.

Zenner say their success in Europe is due to their ability to react quickly to fashion trends. The package of competitively priced items includes: fashion accessories, hair ornaments, soft accessories, brushes, combs, rollers, curlers, pins, grips and childrens fashion.

They are presented on display cards and merchandisers are available including wall and spinner stands and a counter unit. All are free with an opening order.

A full colour catalogue and a price list are available from A.L.Simpkin & Co Ltd. Tel: 0742 348736.

# Simpkins add

Simpkins have added two new flavours to their range of Winter confectionery and packaging has

been redesigned.

Alpine herbal and cough candy join teddy, glycerin, lemon and honey and glycerin and blackcurrant lozenges, all in the new livery. The lozenges come in 50g cartons (£0.59) and the trade price is £9.24 for an outer of 24 packs. A.L. Simpkin & Co Ltd. Tel: 0742 348736.

# **Duracell 20 per cent extra**

Duracell unveiled a new battery, with 20 per cent extra power and advertising plans for the run up to the Christmas, this week. The battery price remains unchanged and there is a reduction in the level of mercury to 0.02 per cent as recognition of the industry drive toward better environment performance.

However, Duracell's zone manager for Northern Europe David Young spelt out that in his opinion there was no such thing as a "green" battery and as such, his company were making no claims about this aspect of their product. New packaging for the battery includes the legend Respecting

the Environment.

A new innovation is the date stamping of batteries (which last 4 years) and new, easy to open packaging. Multi packs containing eight long life batteries in the MN 1500 format and the MN 1300's and MN 1400 in packs of four will also be available in new selfcontained stands.

This winter MN1400 and MN1300 packs will feature a "£1 cash back" offer.
The new TV commercials

break at the end of October through to January with a MEAL of £4m. There is also to be a poster campaign. Duracell (UK) Ltd. Tel: 0293 517527

# Kodak's

Kodak introduced their camera gift pack last week.

The pack, which is designed along the lines of a "snowscene shaker'', contains a Kodak S series compact camera, a travel case or a photo album and camera case, a roll of 'Kodakcolor' Gold film and batteries. Prices are £34.95 for the pack containing an S100 camera and £44.95 for the

The outfits also provide the 10 points required for a free Kodak 'Kolorin' creature. Kodak Ltd. Tel: 0442 61122.

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Synthetic quality available to British and all well known International Specifications and Pharmacopæias.

# James Burrough (F.A.D.) Ltd.

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# 1989. MEN'S HAIR GROWTH FROM COMBE.



Total Combe Market Share 80% ... £2.5M at RSP





- Grecian to gradually get rid of the grey
- Red Grecian Plus total treatment for grey thinning hair
- JUST FOR MEN- blends away grey in only five minutes

international ltd.

# PISPEGALS

# Loxapac, a new antispsychotic agent

Loxapine is the first of a new class of antipsychotic agents launched by Lederle under the Loxapac brand name.

Classified dibenzoxazepine, it is chemically distinct from butyrophenones and phenothiazines. Studies have shown Loxapac to be as effective as haloperidol in acute schizophrenia with less potential extrapyramidal cause symptoms, say Lederle. The drug is also highly effective in chronic schizophrenia.

Loxapac is well tolerated and is less likely to cause sedation, hypotension and anticholinergic effects than chlorpromazine and thioridazine, say Lederle.

Lederle Manufacturer Laboratories, Fareham Road,

Gosport, Hampshire, O13 0AS **Description** Capsules containing 10, 25 and 50mg of loxapine as loxapine succinate. All are twopiece, hard shell capsules: the 10mg have a yellow body and a green cap and are printed "L2" on one half and "10mg" on the other in grey ink; 25mg have a light green body and dark green cap, printed "L3" on one half and '25mg'' on the other in grey ink and 50mg capsules have a blue body and dark green cap, printed "L4" on one half and "50mg" in white ink. All are printed "Lederle" and have a locking feature

Uses Acute and chronic psychotic states

Dosage Initially 20-50mg/day in two doses, increased over 7-10

days to 60-100mg/day in two to four doses until psychotic symptoms are effectively controlled. The maximum daily dose is 250mg. Maintenance therapy is in the range 20-100mg/day in divided doses Side effects Drowsiness may occur at start of therapy or when dosage is increased and usually with continued subsides treatment. Dizziness, faintness, staggering gait, muscle twitching, weakness and confusional states have been reported. Exytrapyramidal effects include Parkinson-like symptoms such as tremor, rigidity and excessive salivation. As with all antipsychotic agents, persistent tardive dyskinesia may appear, see Data Sheet. Tachycardia, hypotension, hypertension, lightheadedness and syncope and ECG changes similar to those seen with phenothiazines. Skin reactions include dermatitis, facial oedema, pruritus, seborrhoea and skin rashes. Anticholinergic effects include dry mouth,

constipation and blurred vision. Other reactions include nausea, vomiting, weight gain or loss,

dyspnoea, headache

Contraindications, warnings, etc Do not use in comatose or semi-comatose patients or in severe drug-induced depressed states (alcohol, barbiturates, narcotics) or in those with known hypersensitivity to the drug. May impair mental and or physical abilities, especially during first few days of treatment. Patients should be warned about activities requiring alertness and the concomitant use of alcohol and other CNS depressants. Use with extreme caution in history of convulsive disorders. Care in patients with cardiovascular disease and in those with glaucoma or a tendency to urinary retention, especially when given with antiparkinson drugs

Supply restrictions POM Packs Bottles containing 100 capsules — 10mg (£9.52), 25mg (£19.05) and 50mg (£34.27, all prices trade) **Product** 

licences 10mg 0095/0036, 25mg /0037 and 50mg /0038

Issued October 1989

# Maximum changes

Scientific Hospital Supplies have made some changes to Maxamum and Maxamaid XP nutritional products.

Flavouring has been modified slightly to improve palatability and colouring has been changed from sunset yellow to beet red and beta carotene. The nutrient specification for Maxamid XP has been changed to bring it into line with current nutritional practice, says Scientific Hospital Supplies Ltd. Tel: 051-708 8008.

# Farmitalia — Roussel link

Roussel Laboratories Ltd and Farmitalia Carlo Erba Ltd have signed a joint agreement whereby the bulk of the Farmitalia ethical range will be received, stored and despatched from Roussel's Distribution Centre at Park Royal in NW London.

Under the agreement, the Farmitalia 40-product ethical range will largely be delivered to UK customers through Roussel's bi-weekly national delivery runs. Roussel Laboratories Ltd. Tel: 0895 834343.

#### BRIEFS

Degussa have repacked Ferrocontin and Ferrocontin Folic tablets into original dispensing packs which incorporate a child resistant closure (30 £0.69 trade). The container is now larger. Degussa Pharmaceuticals Ltd. Tel: 0223 42434.

Phensedyl cough linctus has been reformulated and no longer contains ephedrine. Future orders will be met with the reformulated product. May & Baker Pharmaceuticals. Tel: 01-592

Sanofi are discontinuing Ossopan powder and are recommending that the granules, a once daily dosing formulation, are supplied instead. Sanofi UK Ltd. Tel: 061-945 4161.

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All packages are available individually or as a totally integrated system; on single user or multi-user computers. Up to 99 branches can be supported.

Why not see for yourself? A complete range of systems will be on show for you to examine at our regional pharmacy seminars which will take place throughout October. Call us for details.

Call: DEDICATED HEALTH CARE SYSTEMS on 0202 631815 Or: CHANNEL BUSINESS SYSTEMS PLC on 0403 210808



All slow-release aminophyllines/theophyllines are not the same.

"It is therefore essential that patients taking a sustained-release, oral theophylline preparation who have been stabilized on a particular brand continue to receive the same product."

> Advice from the Council of the Royal Pharmaceutical Society, The Pharmaceutical Journal, July 11, 1987

# Don't risk patient control.

When the prescription says:

# K aminophylline SR 225 mg.

Check with the doctor; does he mean:

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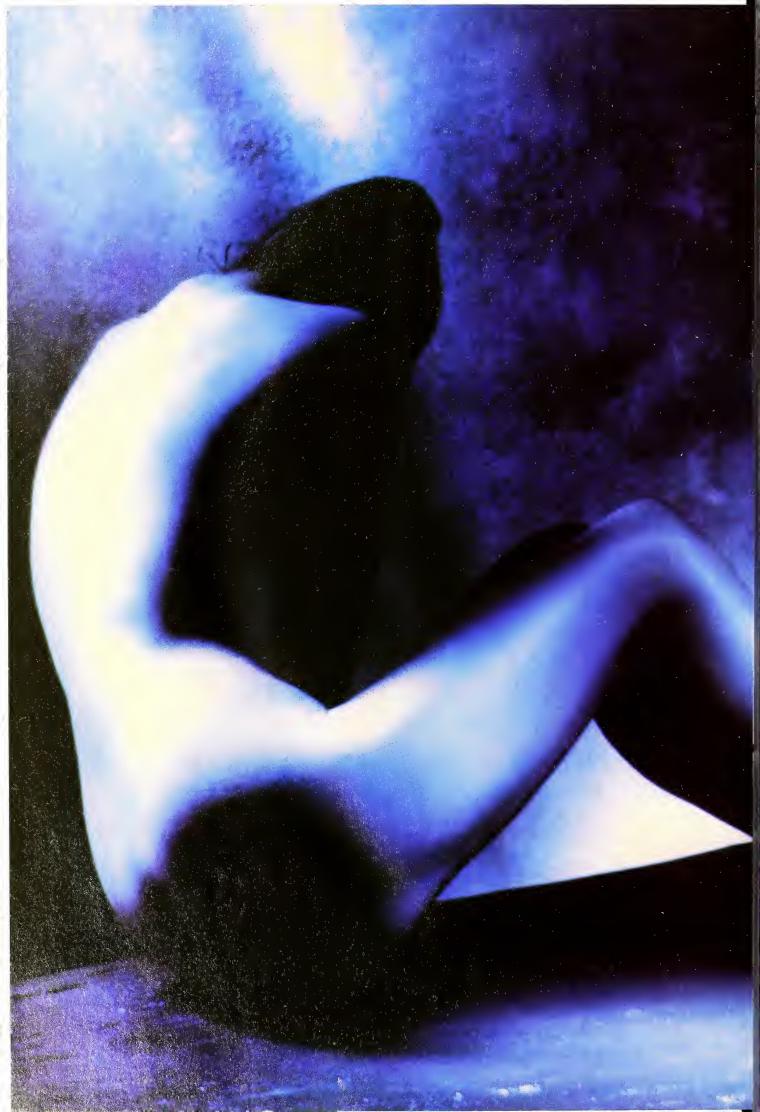
a: Treetment and prophylexis of bronchospesm cieted with asthme, emphyseme and chronic bronchitis, cerdiec asthme and left verificuler or congestive critice re-deceast and administration. Adults 2 teblets twice by telem morning and evening following an initial week erepy on 1 belief twice delig. Each teblat contens pophylline 225mg Since petients very in their response inthines, the dosege must be titrated individually, and ximum response is not achieved, the theophyllin plesme should be measured. Transferability: Its not possible sure bioequivelence between different sustained releese phylline products. Therefore it should be emphesised petients, once titrated to an effective dose, should not

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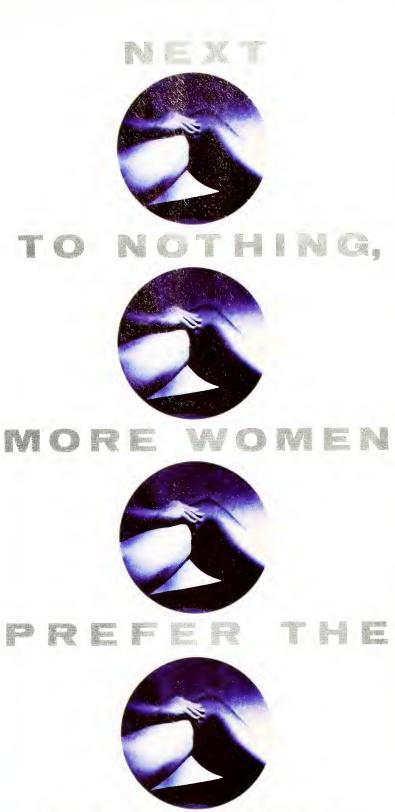
This product is protected by British Patent No. 1405088 PHYLLOCONTIN and CONTINUS are registered trede

Nepp Leboretories 1989 Nepp Laboreto The Science Park, Cembridge, CB4 4GW Member of the Nepp Phermeceuticel Group









In a recent survey of five leading names in hosiery, 60%of women put Pretty Polly first.\*

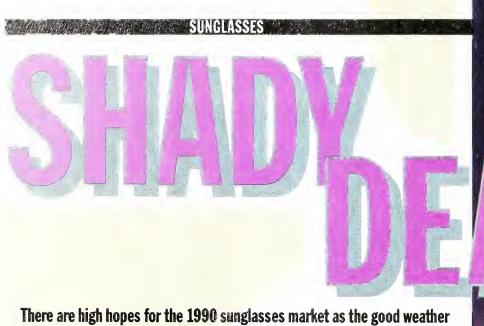
Their reasons were Pretty Polly's softness and smoothness. No wonder our share in independent chemists is almost eight times that of our nearest

branded competitor.

\*Conducted by CFS Independent Research



Pretty Polly Etd, Unwin Rd, Sutton-In-Ashfield, NOTTS NG17-4JJ. Tel: Mansfield (0623) 552500.



There are high hopes for the 1990 sunglasses market as the good weather this Summer has cleared stocks. But come rain or shine, night or day, there will always be a market. As the saying goes: "When you're cool, the sun shines on you 24 hours a day."

After three summers of indifference, the heat finally returned to the sunglasses market this year when the weather, and then the sales, improved. As a result suppliers are more confident about 1990 than they were about 1989. Pharmacists are reported to have put in a healthy number of re-orders from stores that, in some cases, first had to clear stock left over from last season.

Most suppliers say market statistics vary too widely to be of real use, but many agree that between 6 million and 11 million pairs of sunspecs are sold each year. Despite the British weather that figure is thought to have been growing steadily. The biggest increase is from fashion led sales, the bulk of which have not come from pharmacies. Fashion outlets like Next or Top Shop have set the pace in the High Street where the glasses are sold as an image accessory.

But suppliers agree that the British consumer has become more aware of the dangers the sun can pose to the eyes and has therefore been encouraged to buy sunglasses.

### The right price

There is obviously intense debate about what is the right price point to start stocking sunglasses. Shades International's managing director John Bowlt thinks the majority of pharmacy sales are impulse buys and therefore "not much above the £7 barrier will go quickly". He adds: "We wouldn't dream of putting £25 sunglasses in a pharmacy unless it was in an exceptional area. If somebody is going to spend £25 on a pair then you are very likely going to have to take time to talk to them but you can sell three or four pairs of lower priced pairs in a much quicker time period." Mr Bowlt says the ideal pharmacy price for a pair of sunglasses is £3.99. That was Shades International's starting price this year and it remains unchanged for 1990.

Others would naturally disagree. The Jay Group "agonized" over their £6.99 starting price for 1990 but chief executive Eddie Leigh is convinced that they have the best "hook" price to catch the consumer who, even at the bottom-end of the market, is looking for quality. As the saying goes, you makes your order and you takes your choice...

#### Speed is the essence

**Pilkington Special Glass Ltd:** Sprint, said to be the fastest reacting photochromic glass lens ever developed, was launched for the 1989 season in a new lightweight thickness of 1.6mm, giving a weight reduction of up to 20 per cent to wearers.

The reduction has meant the lens can be fitted in larger fashion frames. The company claims orders for 1989 were twice the previous years'.

Pilkington do not retail the Sprint directly but sell it to sunglass manufacturers. For 1990 it will be available in grey or brown tints. It is claimed to absorb virtually 100 per cent of potentially harmful UVA and UVB rays. Also new is a range of five extra dark fixed tint sunglass lens in ''internationally popular colours: drivers grey, American grey, sport yellow, tropical brown and Amazon green. They come in 1.9mm thickness.

#### **Evecatching shades**

**Shades International Ltd:** Shades say that throughout 1989 they have increased market share in volume and value terms and their brand is now in the top three in the UK.

The range is split into two, the top end aimed at the mass market department stores and fashion outlets and the more affordable range (called Eyecatcher), aimed at the pharmacy counter. All Shades products conform to the British standard and managing director John Bowlt says some pairs pass "even more stringent" tests to meet worldwide requirements.

Each range is supplied with a display unit and each model is hand tagged with either Shades black/yellow hand tag or the Eye Catcher yellow/white hand tag.

An innovation this year, which is going to be repeated next, is a range of children's sunglasses which, again conform to BS 2724, says Mr Bowlt. Shades will be offering the Azzaro collection for pharmacies looking for a high fashion product.

Retail price points: Eyecatcher £3.99 to £6.99; Shades £7.95 to £25.50; Childrens Collection £3.95 to £7.95; Azzaro £55 to £73.







Young Optical's copper, fitted with optical quality UV4000 CR39 lens. The classic look has enjoyed a strong revival over the last three vears

#### Blocking the sun

Sun Blockers (UK) Ltd: Launched this year, Sunblockers are looking to increase awareness of their brand in retail pharmacy. They have concentrated their 1990 marketing effort on tuning product to their interpretation of fashion trends. Managing director Ramesh Mirpuri says: "At a time when appearance has become a language, sunglass frames must seduce." POS materials, a promotion offering free flights and a High Street advertising campaign, are all being prepared for the new season. Packages available in 48, 60, 96 and 120 pieces.

Retail price points: First range £5.99 to £24.99, second range (for customers 25+) £21.99 to £35.99.

Young at heart

Jackel International Ltd: Four brand new styles are being launched for 1990 in support Jackel's existing range. The first, Sunstrips is a new idea — throwaway sunglasses. They are a frameless but easily grip (C&D tested a sample) and Jackel promise to banish forever that "little white strip across the bridge of the nose" left by normal sundasses after sunbathing.

Other lines making a debut are aimed at the young or the young at heart. There are children's sunglasses by Tommee Tippee which are BS approved. They come in a display box which holds 48 pairs and feature the Tommee Tippee panda and his twin sister

Topsie on skateboards.

Sunbrella Primaries for children are a range of fluorescent sunglasses aimed at streetwise kids" which are made from unbreakable nylon. Lenses are break resistant, scratch proof acrylic to cater (for the little monster in every child, just waiting to get out). There is a free counter display with purchases of 24 pairs. The final new model for 1990 is the Sunbrella Sizzlers which are fluorescent fuschia and in three shades, fuschia, orange and blue and come with coordinating neck cords.

Retail price points (new models) 99p to £6.99 and £5.99 to £9.99 for main Sunbrella range.

Quality and standards

Fabris Lane: Managing director Rod Lane says the Addis Ltd Samco range that his company distributes, goes into about 2,000 pharmacies. He says they are still looking at the returns for 1989 but says it has clearly been a better year than 1988.

Mr Lane says customers are becoming more aware of the dangers the sun can potentially hold and are taking more care, hence Samco's attention to quality and BS standards in their marketing.

Retail price points Fashion range £5.95 to £6.95.

#### No. 1 by volume

Marby Lloyd Ltd: The company, like all others in the sector, says it has been a very good year. A spokesman told C&D that they "confidently predict" this season's figures will consolidate their position as "the number one volume sunglass company in the UK, supplying over

three million pairs a year'

Low inventory at retail level because of the strong sales this Summer and increased fashion consciousness will boost demand next year. Their ranges for 1990 are based on the premise that two looks will be particularly strong: Nostalgia/Retro and the Neon Bikers look. There are eleven new Retro styles in their Eclipse brand in matt demi and black with emphasis on antique metal finishes with oval and round mono tint lenses. Night and day flip clips, in matt blond tortoiseshell also feature strongly in the range.



1.6mm Rapide Sprint lens and frames by Shades International

The other new look, the Neon Bikers, has eight neon rubber and nylon styles including twin frames in what Marby call "bright and outrageous colours".

There is also a new stand which will include clip on's and security cords. Marby are offering the cords free with all stands as a bonus which, they say, enables the retailer to work on "considerably more than a 50 per cent margin'

Retail price points Retro £4.99 to £14.99; Neon Bikers £4.99 to £6.99; Eclipse £3.99 to £16.99; Mistral £9.95 to £22.50.

#### **Brand awareness**

Young Optical: Formed in 1988 from the merger of 20th Century Visions and Crofton Optical, Young's portfolio includes Polaroid Lookers, Oakley, Helen Rubinstein, Charles Jourdan, Nikkon and a number of other big name brands.

This year Polaroid has been repositioned towards the "better end" of the market and, as a consequence, have increased their market share as Young. The company says that the ending of the "confusing policy" and emphasis on the bottom end of the market has attracted more retailers.

Young say the independent pharmacist wishes to share in the revival of the brand which has had considerable recognition.



lackel go for the young at heart

#### THE BEST SUNGLASSES DEAL FOR 1990 – VIZORS FASHION SUNGLASSES

SUPERB QUALITY • WIDE SELECTION — 78 DIFFERENT STYLES • ATTRACTIVE P.O.S. DISPLAY STANDS EXCEPTIONALLY HIGH PROFIT MARGINS ● LOW CAPITAL OUTLAY

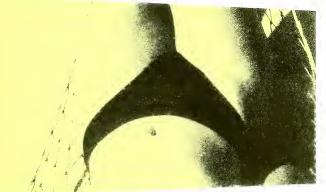
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2 SECONDS



4 SECONDS



6 SECONDS



8 SECONDS



# SPRINTS A THER FAST TOO

So much so that they've been established as the number 1 best seller.

With a track record of 0-70% tint in a miraculous 10 seconds, Reactolite Rapide Sprints are 3 times faster than any other sunglasses.

Add the fact that they protect your eyes from harmful UV rays, and you'll appreciate why they're the world's most advanced photochromic lens. Even inside a car, Sprints work effectively.

What's more, they come in a variety of styles to suit all tastes.

So why not look into them for yourself, because only then will it become clear how Sprints can make you and your business look good.

recognition should consider the Polaroid 1990 range. All the lenses are polarising with a variety of solid, gradient and mirror tints. 100 models divide into four collections:

Retail price points Street Fashion £12.50 to £29.50; Classics £15 to £29.50; VIP High Fashion £12.50 to £29.50; Sportiv Active £12.50 to £19.50; Clips £6.95 to £9.95.

#### **Distribution boost**

**Lessar Brothers Ltd:** Lessar own the Solarite trademark and are opthalmic optical manufacturers in their own right.

The company say that improved distribution to the pharmacy sector this year has provided a boost to sales and add that judging by repeat orders, stocks cleared well. Retailers are not bound to packages and can choose individual models which they know will sell well in their local area.

New tones include marble and flecked cloud effects on plastic and subdued marble toning on metal. Solarite are developing new largely opaque display units including a 72 piece floor stand (rotating) and a 36 piece. Retail price points £3.95 to £12.96 for bulk of range and; Zeiss Umbrals £24.95 and over.

#### A household name?

**The Jay Group:** The company has the 100 strong Foster Grant series which features classical and high fashion models for 1990. The company says its range is slightly more conservative for the coming season and all models are BSI approved. Foster Grants are sold in packs to pharmacies, complete with stand and header boards, and come in three different sizes: 36 piece (which has another 24 pairs for back up stock); 72 (68); and 112(68).

The company also has the more upmarket French Solar collection of 50 models which have handmade frames and speciality lenses, including clip ons. Jay also have a number of prestige ranges including what they call "undoubtedly the world's best sunglasses", Serengeti Drivers.

Retail price points Foster Grant £6.99 to £18.99; Solar £9.50 to £32.50; prestige frames £89.95 to £229.95.

#### ... Something different

Autoglaze Optical Co Ltd: For pharmacies considering carrying their own branded range of sunglasses, Autoglaze are the only UK based manufacturer who can supply in bulk. Autoglaze say they give the pharmacist the chance to stock a unique product, different from rivals, and even have a say in the design. Autoglaze offer products from 10 basic ranges. All finished products BSI-approved.

Price points (including clip on's) £3.99 to £6.99 through to £12.99.

#### All at one price

**GB Products** claim their 1990 Vizors sunglass range offer more choice than any other brands. Their fashion collection features 78 different styles all retailing for £8.99.

**Selling tips** 

# Eddie Leigh, chief executive of the Jay Group, offers some tips on stocking and selling sunglasses...

"It doesn't matter whether you're selling toothpaste, condoms, or sunglasses: people don't like to buy from an empty stand, and people go where people go! Keep an eye on stock levels so that you don't refill the stand from the stock room only to find that one day you're out of product and the stand has started to look ravaged.

"It's prudent to keep a small reserve stock and to check its level occasionally. You may find the product has not been selling and say 'I don't want to re-order. Fine, but you can be caught out if you don't check. Sunglasses sell at a much greater rate when the stand is full. At this time of year you can blank off the bottom of the stand and move all the stock up to fill the spaces.

"We recommend placing the lowest cost pair at eye level; you have to comfort the consumer whose first question is 'How much can I afford?'. Beneath that put the most expensive pair and below that, the rest in desending order of price".

"To most people, buying sunglasses can be a confusing business as they are confronted with hundreds of styles and colours," says Mr Leigh.

These are his tips: Before offering the customer advice assess first, a) their style of clothing and accessories and b) the shape of their face. Some examples:

**The oval face:** Considered the ideal shape because of its symmetry, so the person can wear almost any design. For best results select a frame that follows the curve of the brow and is not too square or angular.

The company say discounts are available which enable the retailer to show a profit margin of up to 200 per cent on cost. All models are British standard approved and come with PoS display stands.

Retail price point £8.99

#### A firm for all seasons

Tricomb Fashion Sunglasses: The company say that the good season may spread through to the winter this year with a reasonable level of sales coming in from the Ski market. It is said to have been much stronger over the last two years and, for the right pharmacy in the right location, can make sunglasses an all year round product.

Many new ranges are being introduced for the new season and all lenses are BS approved.

Trade price points excluding VAT £2.40 and upwards depending on model



Round glasses for the young

The diamond-shaped face: to minimise wide cheekbones frames should have widely flanged top rim and run narrower at the base.

**The round face:** introduce slender, tilting lines to narrow the fullness of the round face. Elongated or side frames that dip lower on either side of the nose are flattering.

In terms of fashion, the classic "Aviators" look suits most people and is favoured by business men of all ages. More square looks suit square faces and rounded "John Lennon" or "Preppie" styles are primarily for the fashion conscious, usually younger customer.

It helps to use some stereotypes to identify your customers and match up a pair to suit their image. For example, conservative male, housewife, young and trendy and business/sophisticate are for that we use in our Jay designs."



Autoglaze supply some of the bigger chemists from their manufacturing base in St Leonards, in Sussex.



# TITCOMB FASHION SUNGLASSES FREEDOM OF CHOICE, VALUE FOR MONEY, PERSONAL SERVICE

A fully illustrated trade price list of our 1990 collection will be sent on request.

Titcomb Fashion Sunglasses, 24 Hurn Road, Christchurch, Dorset BH23 2RN Tel: 0202-483252

# There are ready readers and there are Foster Grant 'SparePair'

There's a big difference between makes of ready reading glasses. It's obvious in their prices, but design and quality is less easy to see.

For over 75 years Foster Grant has led in the design and marketing of sunglasses, and more recently with over-the-counter reading glasses. They pioneered injection moulding of frames and lenses, and today they are the world's largest manufacturer of 'moulded to shape' lenses.

Foster Grant 'SparePair' reading glasses are optically accurate and their frames are

designed for comfort with long life. Their light weight makes them a pleasure to wear.

Buyers have a choice of five attractive styles, each with six variations of magnification, from 1.25 – 3.25 dioptres. All retail at a modest £12.99 including a **free** carrypouch.

They are displayed on easy self-selection colour-coded dispensers, available in two sizes: Pack 1 – 48 piece with 66 glasses; Pack 2 – 96 piece with 132 glases.

In short, why bother with other ready readers when you can have the best? Foster Grant 'SparePair' – a world of difference.





Foster Grant 'SparePair'— A world of difference



Sole UK Distributors: **The Jay Group Limited** HR House, 447 High Road, Finchley London N12 0SB Telephone: 01-346 0444 Fax: 01-346 0129



To begin with two minutes of yours.

Heart disease is still Britain's biggest single killer.

However, you, the chemist, can help to arrest it.

You see, despite the government's advertising campaigns, there are still many people who are simply unaware of the dangers that they face each day.

What they need is a friendly and

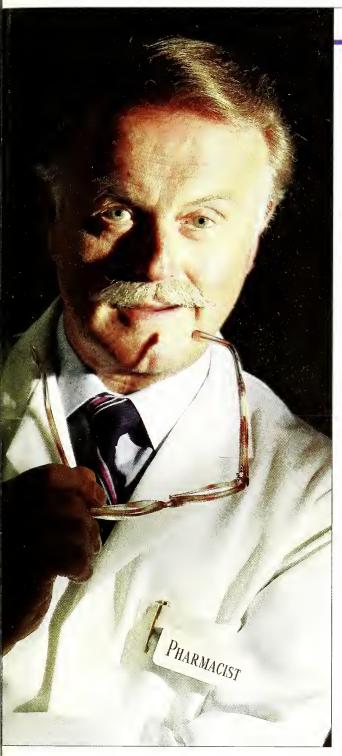


concerned piece of advice from someone that they know and trust. Like a doctor or a chemis

#### THE PEOPLE MOST AT RISK

Heavy drinkers and smokers are most risk. So too are those who are overweight under pressure.

Also anybody who takes little or no exercise or whose family has a history of hea disease is likely to be at greater risk.



idea for people to try to increase their intake of FPA (Eicosapentaenoic Acid).

As you may know, EPA is an important Protective Polyunsaturate found almost exclusively in pure fish oils.

It is thought to play a major role in maintaining normal blood lipid levels. Indeed researches often point to the high level of EPA in the diets of Eskimos to explain their enviable health record in respect of certain diseases. (Their EPA intake is twenty times higher than ours.)

Despite this fact, few people in Britain eat enough oily fish to significantly increase their level of EPA.

And that's where Seven Seas Pulse can help.

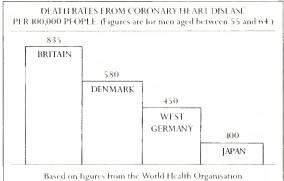
PULSE - HELPS MAINTAIN A HEAITHY HEART

Pulse soft capsules contain a special concentrated blend of pure, natural fish oils.

The blend is derived from the flesh of specially selected oily fish that guarantees a standardised level of Extra Protective Action Polyunsaturates.

Just two capsules of Pulse each day is sufficient to double the level of EPA in most people's diet.

So if you'd like to help reduce Britain's death rate from heart disease start right now by contacting us for more information.



To order your stocks of Seven Seas Pulse see your usual representative or write to us at the address below.

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HELPS MAINTAIN A HEALTHY HEART Seven Seas Health Care Limited, Hedon Road, Hull HU9 5NJ

You'll know your regular customers and you'll have a good idea if they fit into any of these categories.

If they do, the advice you should give is obvious.

Out down on drinking, smoking and fatty foods, eat more ensibly and take more exercise.

Remember, on average, someone somewhere in Britain lies from heart disease <u>every three minutes.</u>

THE IMPORTANCE OF FISH OILS
In addition to changing their habits, it is also a good

# Residential homes scramble divisive

"The most divisive issue in community pharmacy for decades" is how David Coleman, vice-chairman of the Pharmaceutical Services Negotiating Committee regards the "unseemly scramble for dispensing residential homes by national companies that seems to be taking place."

"Large national companies, including Boots, appear to be trying to take over dispensing of all residential homes county by county through direct approach to the directors of social services, Mr Coleman told contractors at Lincs LPC Conference last weekend (last week, p520). He said the companies were offering to set up "patient delivery systems" as a loss-leader.

The guidelines on residential homes indicate a preference for patients to have control over their own medicines — including where appropriate the choice of pharmacy, said Mr Coleman. "Residents are not patients, as in a hospital, they are 'free people' like you or I.' In many cases a local residential home was serviced by a local pharmacy in the

community.

Said Mr Coleman: "To accept that the directors of social services, county by county, can decide that a particular company can contract to dispense for all reisdential homes in a county seems to take away at a stroke patients' freedom, and to undermine the links of residential homes with their communities. In many cases this will destroy the local pharmaceutical service." Mr Coleman admitted to using 'strong and emotive words'', but said he could not remain silent in the face of reports he heard from all over the country.

'Competition of this nature can do nothing but harm to the profession. It sets pharmacists against pharmacists when the need is for co-operation to provide the best service countrywide. Mr Coleman said that in company shareholders' short-term interests it could make sense, but in the long-term interest of the profession and the pharmaceutical service it would be a catastrophe. "If social service directors want specific delivery consistent with legal and ethical requirements they are entitled to ask for them," he said, "but those systems must be available to all and the opportunity to supply them should be available to all.

Mr Coleman then read paragraph 36 of the Residential



David Coleman: an apple a day keeps the dispensing doctor away

Homes booklet: "For those residents who are unable to exercise their individual choice, it is desirable that the home should deal with one conveniently situated community pharmacy. This is important because it will facilitate development of the professional advisory role of the pharmacist who supplies the medicines for residents'

'My advice to pharmacists is to contact their local residential home right away to see what they require, and, if they so wish, to make arrangements to service

them accordingly.'

Mr Coleman said it was vital the profession looked to the patients and put them first. 'Whatever else our ambitions educational, financial or professional — if we forget patients our plans come to

Pharmacies needed to escape from their 'medicine supply base' to providing aids for people to enjoy their retirement and to help them live a full life.

The need was for sympathic ear, for informed advice on matters ranging from incontinence to diet, for the loneliness of

bereavement to the availability of a chiropodist. Patients wanted to live in dignity, in charge of their own health in the communities in which they live, Mr Coleman said. "I know we are pharmacists, not social workers, but we cannot ignore the treatment of the whole patient. We have prided ourselves on being the most accessible of all professionals. Let's build on

#### **Shifting population**

Mr Coleman then spoke of Clothier and the greatly increased population in the formerly rural counties in the last decade. He said more patients were being transferred from medicine to pharmacy dispensing than vice versa — the compensation figures paid bore this out. But this was not surprising as many of these people formerly lived in urban areas with the population in rural areas building up until places were either no longer rural or, alternatively, were big enough to support a pharmacy.

Before such transfers were effected doctors in such areas often had dispensing incomes larger than that from medicinal practice. "In the haste to defend their income it is unfortunate that some doctors feel they have to denigrate our profession. Some of their letters to their patients, MPs, to Parish Councils and to community groups, are quite scandalous, in my opinion, and in many cases quite untrue. While I accept that many letters are written in ignorance, I find it depressing that such ignorance appears to extend to the GMC, Mr Coleman said. "I don't want to be cast in the role of an attacker of doctors but I cannot stand idly by while my profession is attacked.

Mr Coleman said he also wanted to confront head on the challenge that the patient should have the right to choose who should dispense their prescription every time.

In 1983-84 doctors accounted for 5.95 per cent of dispensing. Despite Clothier this figure had risen to 6.44 per cent of the total in 1987-88. The main reason was

the movement of population to the countryside, Mr Coleman said. However, it is also clear that we are in danger of seeing dispensing used as a competitive weapon as doctors fight each other for growth in the list sizes as a result

of their new contract.'' On remuneration Mr Coleman said negotiations to replace the cost of contract proceed at snail's pace. "Perhaps it is not too difficult to understand that the Department cannot specify the amounts of money until later in the year when departmental budgets are negotiated with the Treasury. But surely we ought to be able to decide speedily on the methods of arriving at a system.

The Department referred in its proposal to items such as recruitment, retention and motivation, said Mr Coleman. "That rather sounds like taking the first number you can think of. Then after five years, if the service has degenerated you know the number was wrong.

"What a way to run a health

He said he understood the Department saw "no question" of indexation in arriving at a global sum. But did PSNC then seek an increase of, say 20 per cent in fees, with the Department offering 1 per cent on a purely arbitary scale, choosing between the two by a pendulum swing.

Mr Coleman asked if the Government was looking to see how poor the service got before the public outcry became too much. "Are the Government encouraging a Dutch auction to dispense — the doctors do it at one price — the companies at

another, and so on.

A continuously improving service needed a system that would pay some regard to: the standard of pharmaceutical services; the skill and time in providing those services; the cost of providing those services; the level of income from those services, and the number of pharmacies — and in particular their geographical distribution.
"We must have absolute

confidence that if there is a fee structure dependent on the Department of Health forecast of prescription numbers and values, if that forecast proves incorrect, then there must be a year-end settlement to correct that forecast

He said politicians were very ready to see "self interest" in

special pleadings.

I believe £200m could be saved by better use of drugs and more generic prescribing, 'Mr Coleman said. ''To achieve that saving pharmacists' knowledge is required to ensure that savings are generated without harming the patients. It is in fields like this that politics, pharmacists and patients come together.

# FPC in the dark on pharmacy new role pay

The Government White Paper "Promoting better health" said pharmacists would be paid for advising the owners of residential homes on the supply and safekeeping of medicines and for the monitoring of patient medication records for the elderly and long-term sick, general manager of Lincolnshire Family Practitioner Committee John Gilmore told delegates. "The only reference that I have seen to its imminent introduction was in the pharmaceutical Press."

Mr Gilmore said he understood he had 30 days to find out what was going on before the October 31 deadline. "I'm supposed to be the general manager of an FPC. But then, we're always the last to be told."

Mr Gilmore said he would be asking the appropriate civil servants why he had not got his version of the rules governing payment to pharmacists.

Mr Gilmore said he was also surprised to hear David Coleman



John Gilmore

talking earlier of the deals and attitudes of certain pharmacists to Directors of Social Services with regard to supply of pharmaceutical services to residential homes. "It's odd because, as a general manager, I'll be holding those purse strings for you."

It was very important for the FPC to be involved. He believed the local pharmacist would get the job in the short-term. And he said the FPC would assess the quality and standard of the service.

He reminded pharmacists that despite the promised £1/4m, to be administered to pharmacies through FPC's for health promotion, they were still regarded as dispensers, not health promoters, under the NHS Act.

And Mr Gilmore suggested pharmacists look to delegating their dispensing duties like dispensing doctors — they employed dispensers. He often wondered about the quality and training of those dispensers. "Could not one of your roles be to work together," he asked.

In the past FPCs had

In the past FPCs had concentrated on the other professions rather than doctors—they had had no incentive to work alongside pharmacists. Up to now Lincs FPC had only been responsible for £½m out of a £60m budget. In future they would be responsible for GP premises, ancillary services and indicative drug budgets. If, say, the FPC was able to save 10 per cent of a £30m drugs bill, keeping 50 per cent to administer, then that £1.5m would be three times the present budget.

He saw a need to employ up to two pharmacist to look at prescription costs, volumes and items, in this regard. Mr Gilmore said he believed savings on the drugs bill made in this way would be "rolled forward" into the next financial year.

AMERICAN AND THE PROPERTY OF THE STATE OF TH

Pharmacists should take the opportunity to help GPs with PACT data, said Mr Gilmore, announcing a training day for Lincolnshire pharmacists to study PACT data and its use. "I believe in resourcing contractors needs."

However, he said pharmacists were not often mentioned as part of the healthcare team by other health professionals.

The Government was saying: "Sort yourselves out. Be clear who will provide each service and set standards for efficient, effective, economic services that are not duplicated."

# **BP** service underway

So far 17 Lincolnshire pharmacies have established blood pressure testing services following the May launch of the initiative by the Local Pharmaceutical Committee, secretary Noel Baumber told delegates in his annual report.

So far the Family Practitioner Committee has provided sufficient funding for 40 pharmacies with a \$1,000 grant backed by donations from Lincolnshire City Council and two District Councils. Each pharmacy gets a sphygmomanometer, a stethascope and training. Mr Baumber said that following the initial central training day, a "road show" was doing the rounds of the county in an attempt to cover all 78 pharmacies.

Pharmacies charge an average of £1 for the service if it is requested doing several tests a week. The National Pharmaceutical Association has provided notices advertising the service.

Another Lincolnshire "first" was the patient referral form now in regular use, Mr Baumber said.



Noel Baumber

It had "professionalised" the process and was currently under review by the Royal Pharmaceutical Society and National Pharmaceutical Association.

Mr Baumber reported a few doctors were forming companies to run pharmacies and employ pharmacists. "This is a far better situation than the inconsistency of the Medicines Act which allows anyone to dispense without

supervision in 3,500 dispensaries. (In Lincolnshire 51 per cent of all doctors dispense.)

Mr Baumber also reported his frustration at patients who wanted their medicine delivered by the doctor but would not ask their pharmacist to deliver. "The only excuse the doctor needs to have a patient transferred to his dispensing list is a report that a pharmacist has been asked to deliver and has refused." During questions the meeting heard that the dispensing subcommittee had refused to transfer 50 such "serious difficulty" cases in Branston because the pharmacist there was offering a collection and delivery service. The FPC is to check the service is working in three months time.

The Branston pharmacy — Pieris Medical — is owned by a former dispensing doctor and run by shareholder pharmacist Stephen Howorth. Mr Howorth says he has offered to collect prescriptions of anyone wanting medicines delivered from the surgery, but he believes for some reason the patients do not understand that delivery will be the same day.



# NEWS FROM GERMANY

# Funding reforms start to bite

With the setting of fixed sums to be paid by the statutory health insurance schemes (see C&D, June 25, 1988) for the first group of 10 widely prescribed drugs Federal Minister Blum reckons he will save about £130m a year. The drugs, which include beta-acetyl digoxin, bromazepam, diclofenac, glibenclamide, isosorbide dinitrate and nifedipine, mononitrate, oxazepam, triamterene and hydrochlorothiazide, and verapamil and hydrochlorothiazide, and verapamil, accounted for about 10 per cent of the total medicines bill in 1988.

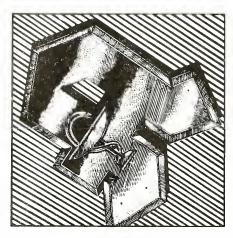
Half the savings will come from reduced profits of the drug manufacturers, and half from pharmacists and wholesalers. The average pharmacy could lose nearly £2,000 a year with this first group alone. According to Herr Blum, the benefits will go to patients in eventually lower insurance contributions and the abolition of the current surcharge. The fixed amounts were due to come into force on September 1.

Some 360 products will be affected and there have been predictable complaints from drug companies and pharmacists that the fixed sums are far too low (in some cases 66 per cent lower than the original manufacturers prices). It is alleged that insufficient regard has been paid to bioequivalence and there have been warnings of possible shortfalls in supplies of products costing within the fixed price as the generic manufacturers may not be able to keep pace with increased demand.

A multitude of price changes and general confusion seems inevitable, but Hoechst have announced that they will go along with the fixed price provided it is not more than 30 per cent below the price of the original preparation. Bayer, one of whose Adalat products is currently 40 per cent above the fixed sum has announced that it will only reduce some of its prices to the reimbursable level, so patients will have to pay the difference in some cases.

# Fishy petunias run into trouble

Widespread German misgivings about genetic engineering have hit the humble petunia with news that a field test with genetically-altered petunias has had to be postponed because approval by the Federal Health Office (the body responsible for all genetic engineering experiments) came too late for this years' growing season.



In the experiment, proposed by the prestigious Max Planck Breeding Institute, the behaviour of so-called jumping genes was to have been studied using petunia seeds containing a maize gene that turns the flowers a distinctive salmon pink. After lengthy deliberations, experts considered the experiment did not present any danger to gardeners, other humans or the environment. Uncontrolled spreading of the petunias was not to be feared as they were cultivated plants that would not survive the German Winter.

# Anti-cancer drug row

The recent Euro-election campaign in West Germany plumbed new depths in bad taste when, in a broadcast seen on nationwide television, politicians of the main parties were accused of withholding a cancer cure that 'pharmacists already knew about' from the public, because cancer meant big business!

This allegation was made in a party political broadcast on behalf of a fringe party "The Mature Citizen". The female presenter stated, during the course of a diatribe about the corruption of the powerful, that the product represented a breakthrough in cancer research that had been deliberately suppressed. According to her, the law on the advertising of medicines prevented the product from being named, but viewers were encouraged to ask their pharmacist for it.

The product — ampoules of obscure plant alkaloids produced by an Austrian company under the name Ukrain — was, in fact, not licensed in either Austria or West Germany and the Austrian authorities had not been able to discover the exact composition.

The German Cancer Research Institute described it as "an agent of non-proven activity" and pharmacists were told to advise patients accordingly.

# Children and drugs

Disturbing signs of an increase in all types of drug-taking among children have emerged in several recent reports. Stress at school is blamed in one survey among 1,700, 12-17 year-olds, that found increasing numbers of children who experienced problems at school were misusing drugs.

Almost one third of these pupils admitted to taking a variety of drugs at least once a week. Among those favoured were cold and flu remedies, headache and allergy pills, drugs for lungs and bronchi, cardiovascular agents, sedatives, hypnotics, stimulants and slimming tablets. Like their elders, girls were more prone than boys to turning to drugs to solve their problems. It was said that parents and teachers were equally at fault for pressurising children, showing too little understanding and discriminating against the less bright.

This charge was partly borne out by another report which showed that nearly 30 per cent of 6-14 year olds took a drug at least once a month. Of 4,000 mothers questioned, 40 per cent said their children showed poor concentration, fidgeting, sleep problems, headaches and stomach pains and all too often, parents reached for the medicine bottle. From this bad example, children went onto abuse drugs.

These results were echoed in a television programme which stated that more and more children were taking dependency-inducing drugs. The number of children on prescribed psychostimulants had risen six-fold in the last two years, while those on tranquillisers had increased by 40 per cent. In 1988, 900,000 children below the age of 14 had received psychoactive drugs.

# Women go it alone

The fact that 56 per cent of German pharmacists are now women, yet the political and scientific leaders of the profession are still almost exclusively male, is one of the justifications put forward for yet another new pharmaceutical conference, but this time conceived, planned and organised by women.

The one-day congress (to which men are also invited) is to be opened by (female) Federal Minister for Youth, Family, Women and Health and all the addresses are to be given by women.

These reports come from a correspondent with acknowledgements to the German pharmaceutical Press: Deutsche Apotheker Zeitung and Pharmazeutische Zeitung.

# BUSINESSNE

Unichem this week announced plans for a heavily discounted rights issue to raise an estimated £21m. The scheme will go ahead if members vote for conversion to a public limited company in May 1990 and includes a loyalty bonus for pharmacists keeping their shares for at least two years.

To prevent pharmacists becoming members at the last minute, to qualify for 200 shares per outlet, agreement has been reached with the Registrar of Friendly Societies effectively blocking all but new pharmacies or new owners from becoming members from early January 1990.

Outlining Unichem's thinking (but not what will necessarily happen), chief executive Peter Dodd told delegates at the wholesaler's convention in Nassau, Bahamas, that the decision to convert should not be taken lightly.

Nine regional meetings will be held in February and March next year to explain what will happen and answer questions. Details will be published in January and members should attend at least one meeting, Mr Dodd advised.

Notice of the conversion meeting, to be held on May 20, 1990, will be sent out in April with a short-form prospectus and the proposed memorandum and articles of association of the new company. A 75 per cent majority must vote in favour for conversion to take place. The law requires a second meeting (where a 50 per cent vote is required) to confirm the decision. This is planned for June 9.

Flotation is aimed at November 1990, subject to market conditions, said Mr Dodd. The company's articles of association will be along similar lines to Unichem's existing rules, he said, but with two major differences:

■ The directors will be empowered to hold a rights issue of two million £1 shares, after flotation, as has already been indicated.

There will be provision for directors to set up a share option scheme for employees. Staff are given an option to purchase shares at the price then current, but cannot exercise that option for

# Unichem push £21m rights issue idea in Nassau

three years, so have to remain in continuous employment.

Between conversion and flotation some members may wish to cash in all or part of their shares, said Mr Dodd. Unichem stockbrokers Philips & Drew have been asked to look at a scheme whereby there will be some form of market for shares between those two dates.

Mr Dodd then went on to give some indication as to what might happen on flotation (the figures used below are for example only). Philips & Drew had valued the company at £110m. With five million shares in circulation this gives a nominal share value of £22.

The rights issue of two million £1 shares will increase the company's value to £112m, the number of shares to seven million and reduce the nominal share value to £16. This is too high a price for quotation on the Stock Exchange, so a 10:1 share split is envisaged, diluting the price to



Chief executive Peter Dodd

	Value of company	Number of shares (millíon)	Share value (£)
Value	£110m	5	22
Rights issue on conversion	£112m	2	16
10:1 share split	£112	70	1.60
Rights issue 1:3 at 90p 43% discount to raise £21	£133m	93.33	1.42
1:10 loyalty bonus after 2 years	£133m	100	1.33

£1.60 and increasing the issued share capital to 70 million.

When announcing its intention to convert, the company had indicated it would place 15 per cent of shares outside to raise money on flotation. However, a membership survey has shown

the idea was not popular and that pharmacists would like the opportunity to purchase themselves, said Mr Dodd. Consequently a one to three rights issue, discounted 43 per cent to 90p was envisaged to raise \$21m.

Any member not taking up the rights issue would have the shares sold on their behalf by Philips & Drew, and be paid the market price less 90p. This would be a way of taking some capital back without formally selling shares, said Mr Dodd.

Members seemed to like the idea of a loyalty bonus, he said, so two years after flotation, a bonus of 1:10 was planned. But this would be linked to the number of shares held prior to the discounted rights issue, and would also relate to the shareholding at the time of conversion.

Unichem are currently governed by Friendly Society rules which forbid them excluding people from membership in order to enhance the value of the cooperative for existing members. "It seems wrong to us that

pharmacists who have taken the decision not to become members could, under the rules, be allowed to come in next year and get up to 200 shares per outlet," said Mr Dodd.

He revealed Unichem had been in talks with the Registrar of Friendly Societies to see if such moves could be blocked. "He has been sympathetic to our views," said Mr Dodd, "and we have agreed a formula which will effectively mean we will not be taking new accounts into membership from early January. The only people allowed in after that are new pharmacies or new owners of pharmacies."

Following flotation the board will have the same executive team and there will be at least one practising pharmacist as a non-executive director. The regional committee structures will continue, with slight amendment as their role will be enhanced, said Mr Dodd. "Pharmaceutical distribution will remain our core business for the forseeable future," he said. "It is what we do best and what has brought us to our present position. We may diversify to a modest extent, but if we do it shall be done in such a way that we know we have the skills to do it properly."

The company may make "modest acquisitions", Mr Dodd said, and would be alive to the opportunities and dangers of 1992.

# 'Pharmacyonly' Grett

Grett Optik this week rubbished trade rumours that the company was about to end their pharmacyonly distribution policy for their OTC reading glasses.

Sales director John Cardrick told C&D "There is no way Grett Optik will distract from our

pharmacy policy'

Callers to the C&D office suggested the company was about to enter department stores with their Easi Readers range. Mr Cardrick says that Grett's American company, which goes under the name of Bet-r-Vision may be contemplating a move into UK department stores. But he pointed out that this does not involve Grett or their Easi Readers brand.

# AAH's new pharmacy

AAH announced the £550,000 acquisition of George Alan (Chemists) Ltd, a retail pharmacy in Paignton, this week. The business will be operated as a Vantage Chemist.

# Twelve new outlets for **National Co-op**

National Co-operative Chemists Ltd, operator of one of the country's largest pharmacy chains, announced the purchase of 11 privately-owned retail outlets this week as part of its expansion programme. A twelfth new pharmacy unit has been opened within a Co-op superstore in Scotland.

The move brings the total number of pharmacies operated by NCC to 164, spread across most of the UK. Last year NCC had an annual turnover of £40.7m, and the new units are expected to add another £4m turnover in a full

The largest acquisition is a chain of seven pharmacies in West Yorkshire trading under the name of Ralph Cuthbert Ltd. The other businesses purchased are in Greater Manchester - three outlets trading under the name of A. Swift (Chemists) Ltd in Wigan and another business, F. Davison, in Wythenshawe.

More than 50 full and part time staff have been transferred to NCC with no redundancies.

NCC's Chief Executive Officer and Superintendent Chemist Roy Carrington said: "These acquisitions are fully in line with our current expansion programme. They are all well established businesses and are mainly in neighbourhoods not previously served by Co-op pharmacies. Several have high class cosmetics and perfumery sections with beauty consultants, and these features will be retained.

Mr Carrington added: "Although the latest acquisitions are in the North of England, we are still seeking to expand in many other parts of the country, notably in Scotland, North Wales, the North East of England and East

Anglia.

The outlets which NCC has purchased will trade under the Coop banner. Computerised labelling and ordering facilities are to be fitted which can and transmit management data to and from head office in Manchester.

NCC's new pharmacy in the Scottish Co-op's flagship superstore in Inshes, Inverness, has 2,000sq ft of selling space with a staff of six. The pharmacy is part of an expansion at the superstore.

# New compression retail lines

Just 12 months after setting up an anti-embolism compression stockings factory in Redruth, Cornwall, the Shropshire-based Brevet Health-Care Group are to double the plant's output.

£500,000 Backed by investment in new machinery, the group has just launched two new compression stockings product lines which will be sold through retail outlets. The company's previous lines have been restricted to the direct hospital

sales market.

'We make half-a-million stockings a year but up to now they have only been sold to hospitals," says production director Garry Wilson. "Now we plan to double production with these two new products which will be sold on a retail basis to doctors and chemists.

Brevet is one of the few wholly British-owned firms supplying the medical hosiery market.

Mr Wilson is one of six executives who joined Brevet from Lastonet Products when that company was taken over by the Kendall Company. They all gave up a redundancy package from Lastonet to help set up the Cornish Brevet factory with the help of an £80,000 regional development grant from the Department of Trade and Industry.

The modern 8,000 square feet factory now employs 15 people working full stretch on a threeshift system in order to meet escalating demand from home and

abroad.

Mr Wilson said: "We have a healthy order book and about 40 per cent of our production is

exported.

"We have made significant inroads into the Swiss German and Scandinavian markets and we have had very favourable results from the Irish Republic.

# More in the pay packet

All employees will be paying less National Insurance as from October 5, but the employers' contribution will remain at the same level.

Under the new contributions scheme, persons earning less than £43 per week will not pay any National Insurance. Those earning up to £115 per week will pay 2 per cent on earnings up to £43 and 9 per cent on the remainder. Persons earning £115, or more, will pay 2 per cent on the first £43 and then 9 per cent on the remainder up to £325 — the upper earnings limit.

The effect of this new system will reduce NI payments for weekly earnings by amounts from £1.01 to a maximum saving of £3.01 for those earning £115 a week or more.

**Supplement NI 35** gives special arrangements for NI contributions to be made by company directors. The calculations are complex and advice may be obtained from HQ CIC, Room 173 P, Department of Social Security, Newcastle-upon-Tyne, NE981YX.

# The fish meal replacement Customers ask for it by name! A major health food publication advertising and editorial campaign has been launched to promote the latest superior fish oil product - Salmon Pure.

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# More electronics

Barclays Bank this week announced plans to "more than double" the size of their retail network of electronic terminals.

The bank says it already has the largest on line, real time, bank owned funds transfer system in the UK with 12,000. They now have plans for a further 20,000 off line terminals.

# Boots sell in Sweden

Boots started the process of selling off the parts of Ward White they have no plans for this week.

Broderna Wedin, a Swedish footwear company, was sold to Kooperative Forbundet for an undisclosed fee. The newly acquired US car parts business, Whitlock, is currently up for sale.

#### BRIEFS

Merck & Co Inc this week acquired the UK based Britcair, the company which was formed in 1985 and developed a new generation of wound dressings from seaweed. No fee was disclosed but Britcair have a turnover of around £1.3m, based chiefly on Kaltostat, the seaweed dressing. Merck & Co Inc, parent company of Merck Sharp & Dohme, already markets wound care products in the US.

Alza Coporation have filed a new drug application with the US Food and Drug Administration for an OTC nasal decongestant tablet using the Oros controlled-release technology. The once daily dose system delivers pseudoephedsine and the product will be marketed by Ciba Consumer Pharmaceuticals.

The \$2.19 billion European generics market is set to grow to almost \$3 billion by 1992 (at 1988 prices) according to a Frost and Sullivan report "Generics drugs market in western Europe". Over the same period the UK generics market is expected to grow from \$127m to \$180m. National variations in generics markets are analysed for 16 countries, including the effects of government controls on prices. The report costs \$3,350. Information from Frost and Sullivan Ltd. Tel: 01-730 3438.

HM Customs and Excise this week issued VAT Notes No 2, dated September 1989, which describes the new procedures being introduced on January 1 1990 for dealing with errors on VAT returns. Copies are being sent to traders with returns for October, November and December 1989.

Farrow & Humphreys Ltd have moved to: Aintree Avenue, White Horse Business Park, Trowbridge, Wiltshire BA14 0XB. Tel: 0225 777808. Fax number: 0225 777814.

The Department of Trade and Industry's Quality Assurance Register was launched by Douglas Hogg, Minister for Industry and Enterprise, last week.

# Gillette confident on eve of major launch

Suggestions that Gillette's latest razor launch (see Counterpoints) is a make or break step for the company have been refuted by Northern Europe general manager Allan Boath.

Monday's Wall Street Journal devoted some 50 column inches to Gillette's latest innovation and the company's business. It suggested that the \$325m investment in development production, and promotion for the new razor is the "biggest yet" the company has made.

If the new razor is a hit it will cap the company's recent comeback after being the target of several takeover bids, says the newspaper. If the launch is a flop it is said that will undoubtedly renew charges that Gillette executives entrenched themselves at the expense of shareholders.

Mr Boath told *C&D* on Tuesday that the launch was a consolidating move, building on the success of leaving the takeover troubles behind. 'It's an opportunity to say we have a bright future as an independent company and that we will be able to maximise shareholders' investments,' he said. Gillette does not have a history of failure with new launches, Mr Boath pointed out, 'and we would not go ahead unless we were 110 per cent confident'.

Gillette estimate that 70 per cent of volume sales of Sensor, the new razor, will come from existing brands in the Gillette portfolio and the rest from competitive products and dry shavers. The company hopes for an annualised share of some 3 per cent for the new product at the end of next year.

# Investors 'scared off' by Clarke

Investment in the UK pharmaceuticals projects is being delayed because of 'uncertainties'' in the Government's approach to the drug industry, according to the chairman of US Eli Lilly.

Speaking in an interview with the Financial Times this week, Richard Wood said he was "scared to death" by statements from Health Secretary Kenneth Clarke over the need to set limits of the NHS £2 billion drug budget.

He told the newspaper that Eli Lilly are waiting for "a clearer view" of the governments intentions before investing. Mr Wood said the government position played a part in the siting of a \$80m insulin plant in Strasbourg rather than the UK.

# Accidents avoidable say HSE

"If you go down to the shops today — you may get a nasty surprise", is the direct message introducing a report last week published by the Health and Safety Executive.

The report reveals that of over 20,000 injuries reported to local authorities, the largest number — more than 7,500 — occurred in retailing.

Slipping, tripping and falling were the most common type of accident involving over 2,000 people in retailing accidents, of which 346 involved customers.

"The majority of these accidents are entirely foreseeable

and preventable," says chairman of HSE, Dr John Cullen. Failure to mop up spills, unsafe handling practices, poor housekeeping, and lack of safe working systems were the underlying cause, says the report.

# Cards pressure

Further pressure was applied in the campaign to make banks change their charges on credit card transactions this week.

Trade and Industry Secretary Nicholas Ridley received a letter from the Retail Credit Group which represents nine large high street retailers.

It urged him to encourage greater competition between the banks

#### COMING EVENTS

# **PSNI** talk

The fourth lecture in the continuing education programme in Northern Ireland will be held at 73 University Street, Belfast on October 10 at 7.30pm. Dr Michael Scott, prinicpal pharmacist at Waveney Hospital, Ballymena, will speak on "Recent advances in the treatment of respiratory disease." This is the third lecture in the "Recent advances in drug therapy" series.

#### Monday, October 9

Brighton Branch, RPSGB. Brighton Polytechnic main hall, Cockcroft building, Lewes Road at 8pm. Meeting with new students.

#### Tuesday, October 10

Fife branch, RPSGB. Anthony's Hotel, West Albert Road, Kirkcaldy at 7.45pm. Chairman's reception with cheese and wine. "Lithium therapy", Dr Carol Henshaw, staff psychiatrist, Dunfermline.

Leicester branch, RPSGB. Ghost walk at 7.30pm from Leicester town hall square (cost £1).

#### Wednesday, October 11

Edinburgh branch, RPSGB. 36 York Place at 7.45pm. "Accident and emergency services", Dr Colin Robertson, consultant in A&E medicine and surgery.

Isle of Wight branch, RPSGB. Postgraduate medical centre, St Mary's Hospital, Newport at 8pm. "Current developments in community services." Dr.D. Jones

services", Dr D. Jones.
Liverpool Branch, RPSGB, Anfield
Banqueting Suite, Liverpool FC.
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Liverpool Branch, RPSGB, postgraduate medical centre, Whiston Hospital, 6.45 for 7.30. "Asthma treatment and care in the community" You need to book with Miss Brock. Tel: 051-207 3581 X 2064.

#### **Advance information**

National Pharmaceutical Association North West conference. "How to maximise the potential of your investment in your pharmacy", at The Lord Daresbury Hotel, Warrington on November 19 from 10am to 4.30pm. The fee is £17.50 per delegate, and includes lunch and refreshments NPA Business Services will be holding a minishow in the Bridge room from 9.30am to 5.30pm. To book, contact Mrs Ann Northey at the NPA before October 27.

Chemical Industries Association seminar. "Planning for the single European market — some intellectual property aspects", at Kings Buildings, Smith Square, London on October 19. Details from Miss J. Tanner on 01-834 3399

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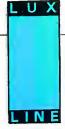


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# ABOUT PEOPLE

# Victorian pharmacy comes to a close

An auctioneer's hammer ended nearly 160 years of pharmaceutical history as the fittings of Oswald's pharmacy, which once held a Royal Warrant

Victorian fittings auctioned

from Queen Victoria, were finally sold recently.

The pharmacy at St Leonardson-Sea, Sussex, closed some two years ago, and, was founded in 1831 by a Mr S.B. Maggs. It had many famous customers through its history, including Princess Victoria — later Queen, the Duchess of Bedford and her daughter Lady Russell, and personalities such as Petula Clark and the late Ted Moult.

The business was purchased by Graham Oswald in 1928 who found that the deal was to include his future wife Dorothy, sister of the previous owner. They ran the pharmacy together for nearly 60 years and feel very sad that the business, which survived two wars and the depression of the 1930s, had to close.

The tale perhaps has a brighter ending in that the auction bids reached a total of \$8,966 — some \$5,000 more than had been offered prior to the sale. It included a 7ft Victorian mahogany bow front display case (left), a 12ft nest of 64 apothecary drawers, jars, paste pots, pill and powder bottles.



Three Numark Chemists tied for first place at the Southern regional final in the Numark golf tournament for the Rennie Trophy at Finchley G.C. but Tony Barber (second left), from Selsey, was adjudged the winner. Charles Henderson (far right), from Slough, came second, Anoop Patel (fifth left), from Bognor Regis, third. David Speight (far left) from Highcliffe came one point behind and just missed going to the final in Spain and Bryce Collishaw (third left), from Norwich, came fifth. Nicholas Laboratories Ken White (fourth left) and Tim Dunn (second right) from Herbert Ferryman, are also pictured

#### **APPOINTMENTS**

**AAH** have appointed Victoria Clayton as sales representative for the Merseyside and North Wales.

**Booker Cash and Carry** appointed Richard Maude-Roxby as buying director, replacing Allan Green who resigned on September 15.

Braun Electric (UK) Ltd have promoted John Merrett to general sales manager following the resignation of Peter Davies.

Health & Diet Food Co Ltd have appointed Dominic Norris as senior brand manager, Janet Rees as brand manager for FSC dietry supplements, and Lynda Matthews as brand manager for the toiletry range. Philip Whitcomb becomes contract sales manger, Nigel Darby national key accounts manager and Jackie Reed sales office manager.

Pierre Fabre: Tony Bird has been appointed field sales manager

under sales director Roger Soper in the new sales force to market Elancyl (*Counterpoints* p578). David Hart is national accounts manager.

**Unichem** have appointed John Kallend as general manager of their distribution centre in Leeds. He was formerly with Unilever.

**Unichem** have made two head office appointments. Dr Phill Thomas has been appointed as hospitals sales manager and will be supported by Sandy Edington as hospitals contracts manager.

**Varta Ltd** have appointed Dr Kurt Bienert as financial director. Dr Bienert was formerly at Varta West Germany.

Wellcome plc have announced that Mr Philip R. Tracy, executive vice-president and Dr David W. Barry, vice-president of research, of Burroughs Wellcome Co (US), are to join the board of Wellcome plc.

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# How chewing gum rapidly curtails two hour plaque acid attack

Most meals and snacks increase plaque acid production.<sup>1,2</sup> Research shows that this acid threat may be prolonged and the new study demonstrates that two hours or more can elapse before acid in the interproximal sites is neutralised.<sup>3</sup> And with five or six snacks a day being quite common, many patients' teeth may be at risk for long periods of the day.

The chewing of gum after eating triples salivary flow<sup>4</sup> and delivers saliva throughout the mouth, reaching even interproximal sites where carbohydrates may be trapped.<sup>1</sup> As a result, acid is neutralised quickly and plaque pH is returned to, and maintained, at resting levels. There is wide acceptance of this benefit from Orbit sugar-free gum where restoration of plaque pH to resting levels is known to be rapid. Consequently, attention is now focusing on whether gums containing sucrose exert a similar benefit.

The new study using Doublemint chewing gum after meals shows that once the sucrose is chewed out (generally within minutes)<sup>4</sup>, the gum behaves in much the same way as sugar-

free gum, with acid neutralisation being completed within a 20 minute chew period.<sup>3</sup>

Interproximal plaque pH response to typical nutritionally balanced meal with and without sucrose chewing gum.<sup>3</sup>



Since most people chew a piece of gum for at least 20 minutes these early results suggest that whichever gum your patients elect to chew after eating, plaque acid can be neutralised much faster than by not chewing.

The new research data provides further support as to why the chewing of gum for 20 minutes after eating should be considered a valuable adjunct in maintaining good dental health.



**References:** 1. Jensen, M.E., *JADA*, 1986, **113**, 262-266. 2. Jensen, M.E., *et al.*, *J. Dental Res.*, 1989, **68**, *Abstr. 264* 3. Jensen, M.E., Wefel, J., and Sheth, J., *J. Dental Res.*, 1988, **67**, *Abstr. 1329* / Data on File 4. Hoerman, K.C., *et al.*, *submitted Archives of Oral Biology*, 1989

